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FEATURING FALL HOUSECLEANING CAMPAIGN

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII PUBLICATION OFFICE: TORONTO, OCTOBER 2, 1914 No. 40

THE Ingersoll TRIO







Ingersoll Agents:

The Ingersoll Packing Co., Ltd.
38 Colborne St.,
Toronto, Ont.

The Ingersoll Packing Co., Ltd.
586 St. Paul St.,
Montreal, P. Q.

J. A. Wilson,
London, Ont.

Cyrus King,
McNab St.,
Hamilton, Ont.

Wm. Forbes,
170 Spark St.,
Ottawa, Ont.

W. F. Elliot, Esq.,
Symes Telfer Bldg.,
Fort William, Ont.

Jas. Craig,
Ontario Chambers No. 3,
Kingston, Ont.

Messrs. R. F. Cream & Co.,
Quebec, P. Q.

N. G. Bray,
Sherbrooke, P.Q.

Mason & Hickey,
287 Stanley St.,
Winnipeg, Man.

Mason & Hickey,
Box 1164,
Regina, Sask.

Mason & Hickey,
Box 149,
Saskatoon, Sask.

Mason & Hickey,
Box 1287
Edmonton, Alta.

Mason & Hickey,
Box 286,
Calgary, Alta.

The Kelley-Clarke Co.,
129 Arcade Bldg.,
Vancouver, B. C.

J. Hunter White,
Box 386,
St. John, N.B.

J. V. O'Dea & Co.,
St. Johns, Nfld.

B. C. Woodworth,
Commission Broker.
Halifax, N.S.

H. B. McLaughlin,
Truro, N.S.

"SPREADS LIKE BUTTER"

WE guarantee the quality and the sale of our different brands of cream cheese everywhere in Canada. This is a MONEY-BACK proposition. By never-varying quality and continuous publicity Ingersoll Cream Cheese has become a household word in Canada. The trade is therefore much safer in handling these best known brands of cream cheese products. To insure delivery of fresh stock we carry supplies at our local depots from coast to coast.

Manufactured and guaranteed by

The Ingersoll Packing Co, Limited

INGERSOLL, ONTARIO, CANADA

EVIDENCE

It is a common claim by dealers in all lines that the product they represent is the best obtainable. We do not question the sincerity of these claims, but they cannot all be the best. We desire comparisons made so far as oysters are concerned.

In the first place solidity of pack is a prime essential, and in comparing oysters after this point has been considered take into consideration the thickness of the meaty part of the oyster. Then by placing the fingers just back of the muscle and on the skirt or thin side of the oyster press out a little of the juice and note which juice is the more solid—the stock from us or the stock from someone else. The heavier the natural juice the more nutriment it contains.

The vast majority of oysters opened the present season will be three-year-olds, as the spawn four years ago was practically a failure. The disadvantage of three-year-old stock as compared with four-year-old stock is this: the oyster shell develops rapidly for the first three years, but this development is in length and breadth. From the third to sixth year the development of the shell is more in depth or what is ordinarily termed "cuppy."

The oyster itself does not take on a great deal of fat until after the third year. Consequently, oysters that are opened when three years old are at a decided disadvantage and they will not carry the percentage of nutriment, nor will they have the general appearance that affords satisfaction to the consumer.

What the dealer should be most interested in is the satisfaction the oysters will afford when served in the home. We open no three-year-old stock, confining ourselves to the best that can be produced, and are the only people in Canada who have an oyster display case that will lend character to your store. In view of the above facts can you not afford to let us have your enquiries as regards further particulars?

Connecticut Oyster Company

"Canada's Exclusive Oyster House"

50 JARVIS STREET TORONTO, ONTARIO

Griffin & Skelley Dried Fruits

Fresh from the California fruit lands with Nature's full-flavor and goodness Griffin & Skelley Dried Fruits have always been distinguished by their purity, cleanliness and good quality. Whether you stock seedless Raisins, Prunes, Apricots, Peaches or Pears, or all of these lines, you'll find that each retains its freshness and original goodness.

Cox's Gelatine

All that scientific purity, all that scrupulous cleanliness, all that years of experience in the production of dainty dessert material can give, you'll find embodied in Cox's Instant Powdered Gelatine. Made in Britain, with British labor and British exactness as regards purity and quality. Cox's Gelatine has stood for years as the paramount dessert of the nation.

Taylor's Peels (Candied or Drained)

Just as his spots forever proclaim the leopard, so the quality of Taylor's Peels marks out the grocer immediately as one who has at heart the best interests of his customers. Better quality, probably, could not be secured, though you searched the world over. In Lemon, Citron and Orange, Taylor's Peels are always tender and represent the height of quality.

Thistle Brand Fish

Not only offer the best of quality, but a most nourishing dish at a nominal price. You can easily broaden your field by handling the savorsome Thistle Brand Lines. Put up in half and one-pound sanitary, seamless tins—open up just as fresh and tempting as when packed.

Can You Meet the Vital Test?

Canadian grocers are going to experience within the next few months the great adjustment. As never before, the public will be extremely selective in its needs and requirements. Goods of all description will be judged in the balance of merit. Proven quality alone will stand the vital test. Slowly and insidiously will work this great adjustment. 'Til many grocers, unaware, perhaps, of its workings, will find themselves still stocked with goods of questionable quality—left on their hands like the proverbial white elephant.

Better be sure of your stock by handling only goods of undeniable value, of proven reputation. Goods that have won their way to the hearts of the people through quality, purity, merit. We commend to you those listed in the accompanying panel. Your nearest wholesaler is ready to supply you.

A. P. Tippet & Co.

AGENTS

MONTREAL

Science and Practice go hand in hand in "Arctic" Refrigerator Construction

ARCTIC

—the choice of the authorities of the Canadian National Exhibition

—Government Building, Fish Dept. Case 40 x 8.

¶ Grocers who follow the lead of such institutions as the Canadian National Exhibition in selecting their refrigerator cannot go far wrong. The scientific and practical construction of the ARCTIC makes the difference between economy and waste in ice consumption—the difference between the well-kept and spoiled provisions—the difference between satisfied and dissatisfied patrons. We're here to prove our claims— use us.

Write to-day for catalog and prices.

The refrigerator referred to above was the immense fish case (40 ft. x 8 ft.) which contained the splendid fish exhibit in the Government Building at the Canadian National Exhibition this year.

AGENTS:
Western Ontario: J. H. Galloway & Co., Hamilton!

John Hillock & Co., Limited
TORONTO

AGENTS:
Saskatoon: Western Butchers' Supply Cy. Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street.

An Experiment Worth Trying

Have one of your clerks weigh out a 300-lb. barrel of sugar into two or five-pound bags, and tie them up ready for delivery.

Then sit down and figure out the cost of

the clerk's time—
the paper bags—
the twine.

Add the cost of whatever weight of sugar you are short of the full 300 lbs.

Then compare the total of these costs with the 75c which is all you would have to pay extra for 300 lbs. of sugar put up, ready for delivery, in the handy, handsome

Redpath

2 lb. and 5 lb. Cartons.

CANADA SUGAR REFINING CO.
MONTREAL Limited



Regardless of Extensive Advertising

Regardless of its wide familiarity, the inherent quality and purity of E. D. Smith's Jams and Jellies would soon develop continuous sales for you

For

E. D. S.

Jams and Jellies

retain Nature's own flavors

in such taste-tempting form that every customer becomes a regular customer—and each order is but the forerunner of more and larger orders.

Surely this acknowledged high quality (Government approved) coupled with wide familiarity and the thousands of dollars of aggressive advertising would make it well worth your while to handle E. D. Smith's Jams and Jellies?

Just write us to-day for dealer prices and description of our full line.

E. D. SMITH & CO.

Limited

WINONA, ONT.

AGENTS

Newton A Hill — Toronto
W. H. Dunn — Montreal
Mason & Hickey — Winnipeg
R. B. Colwell — Halifax, N.S.
J. Gibbs — Hamilton



On the hunt

The hunting season is about to open—sportsmen are getting ready—it's the dealer's opportunity to supply food requirements. Now is the time to get a display of

Borden's

Condensed milk, coffee, and cocoa working for you. These high quality, nutritious food drinks in condensed form are easily packed, and take but a moment to prepare.

Keep Borden's Eagle and Reindeer Brand Milk Products to the front — they are all-year-round sellers.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Building
Vancouver, B.C.



JAPAN TEAS

There is no delay in our executions of Imports notwithstanding the adverse circumstances owing to the war, and the greatly increased demand, coupled with the decline of Ceylon Greens.

FURUYA & NISHIMURA



SYMINGTON'S

(Regd. Trade Mark.

COFFEE ESSENCE

The housewives back up Symington's—they buy it regularly. They enjoy its convenience, deliciousness and economy—a cup can be prepared in a moment by the simple addition of boiling water.
Symington's quickly enhance profits. You should handle this quality line. All wholesalers can supply you.

Agents: Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

THOMAS SYMINGTON & CO., Edinburgh and London

"Harvest" Brand Jams, Jellies, Canned Fruits and Vegetables



Purity, Cleanliness, Freshness

Put up under the most sanitary conditions in **sanitary cans** only (no solder, no acid). These goods meet the demand for a superior quality product that competes in flavor with the real home-made article.

Place your order now.

Fretz Limited

HAMILTON, ONTARIO

Agents:

Amos B. Gordon Co., - - Toronto, Ont.
General Sales Agents.
A. A. Adams, Agent for Hamilton, Ont.



"Yes, Ma'am

WINDSOR

is the best

Table Salt

we handle

The Sherer Grocery Counter
MADE IN CANADA

This splendid grocery counter is in use in hundreds of progressive Canadian stores.

BIGGS BROS. LIKE THEIRS.

Sherer-Gillett Co., Chicago, Ill.

Regina, Sask., Canada, December 1st, 1913.

Dear Sirs:—

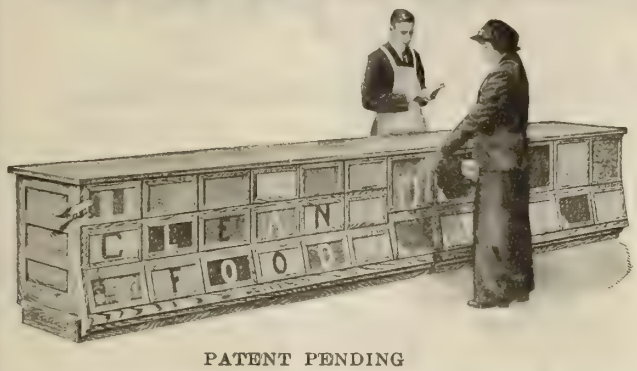
We are very well satisfied with your counter; in fact we don't know how we could get along without it now. It is clean, dust-proof, and is well built as good furniture, and we do not hesitate to say that it has paid for itself.

Next year we intend to enlarge our store and we will be in the market for another counter, and it will be a Sherer.

Yours very truly,

BIGGS BROS.,
per Chas. A. Biggs.

Give us—please—the opportunity to tell you some of the many ways in which our counter will increase your net profits. A request for catalog C10 will bring you free information.



PATENT PENDING

SHERER-GILLETT COMPANY

Head Office: Chicago, Ill.

Canadian Office and Factory: Guelph, Ont.

"BUSINESS AS USUAL"

during alterations to the Map of Europe. The Empire's motto—and ours—is now the generally adopted policy of the business community.

NO FALLING OFF

in the sales of **OCEAN BLUE, GIPSY STOVE GLOSS, LINOLEO FLOOR WAX, GLOSSO METAL POLISH** and **ZOG, The Paint Cleaner,** is to be expected. These specialities are entirely British and their economy in use appeals strongly to careful house-wives—two points of great importance at this juncture.

Order from your Wholesaler.

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia & Yukon: Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.

How about increasing your profits? The way to do it most surely is by better goods—better service.

Take another step forward and add Quaker Flour to your stock. Every one of your customers understands that the Quaker trademark stands for the highest possible quality. You will find that it will mean "flour satisfaction," consequently more flour profit.

Total Flour Capacity
5,000 Barrels Per Day
Sold the World Over

QUAKER FLOUR

Made by the Manufacturers of
Quaker Oats, Puffed Wheat, Puffed Rice, Etc.

The Quaker Oats Company Peterborough, Ont., and Saskatoon, Sask.

(620)

"Anchor" Tea

No advance in price

OUR 40c. GRADE

---same quality---same price---same profit. Costs the retailer 30c. lb., showing a larger margin of profit.

A handsome carving set free with 2 cases, each 60 lb., during October. Only one premium to a customer.

EBY-BLAIN, LIMITED

Wholesale Grocers and Tea Merchants

TORONTO, CANADA



War or no war, Simcoe Baked Beans are the best food value on the market.

Order Now

DOMINION CANNERS LIMITED

HAMILTON, CANADA

Cleave's

CELEBRATED
DEVONSHIRE CREAM
Chocolate

A high-grade and up-to-date article, showing an excellent profit and giving increasing satisfaction.

THE CHOCOLATE THE PEOPLE WANT.

Also other new and attractive 5 cent lines.

AGENTS:
MONTREAL—F. Davy & Co., 6 St. Sacrament St.
TORONTO—Mason's Ltd., 25 Melinda St.
WINNIPEG—Hamblin & Brereton, Ltd., 149 Notre Dame Ave. E.
VANCOUVER—Hamblin & Brereton, Ltd., 842 Cambie St.

JOHN CLEAVE & SON, LIMITED
CREDITON, DEVON, ENGLAND

HERE ARE A FEW OF
McVitie & Price's
BISCUITS

established favourites from the Old Country, which every grocer should stock

DIGESTIVE.	"The Premier Biscuit of Britain." Finest wholemeal.
SCOTTISH ABERNETHY.	The Scottish favourite.
ACADEMY CREAMS.	Rich cream-filled shortbread biscuit.
CREAMY CHOCOLATE.	Chocolate biscuit filled with cream.
OSBORNE.	The standard Old Country biscuit, delightful flavour.
RICH TEA.	Popular Scottish tea biscuit.
SMALL PETIT BEURRE.	Fine butter flavour.
CORONATION.	Rich shortcake.
BUNTY CREAMS.	Butterfly shape, cream sandwich, almond flavour.
BUTTERETTE.	Light short-eating cracker.
ROYAL SCOT.	Ideal tea or coffee biscuit.

Recognized Official Agents in the following cities:—Halifax, Montreal, Toronto, Winnipeg, Calgary, Edmonton, Lethbridge, Vancouver and Victoria.

Continental Grocery Bags

Let the fame of the name be your guide in buying.
REPUTATION is not always "a bubble"—sometimes it is a very beneficial thing—
As witness the reputation (DOMINION WIDE), of the

Continental Grocery Bags

Here are bags whose PRESENT PERFECTION is the cumulative result of constant effort and perfect methods in manufacture. Let this well-won fame decide your choice of Bags, and you will "close the avenue of future regrets."

The Continental Bag & Paper Co., Limited

Manufacturers Ottawa

Branches: MONTREAL and TORONTO
Agencies throughout Canada



Right—Always right

It has never been anything else since we first turned out the goods in 1846. Its absolute purity, full strength and reliability make it always in demand by careful cooks.

COW BRAND BAKING SODA

is the best for satisfaction and profit—as such you should never fail to recommend it.

Get it from your jobber.

CHURCH & DWIGHT

Manufacturers LIMITED
MONTREAL

Every Day *is* Dusting Day



More and more women are learning to dust the cleaner, easier, more sensible way, using

IOCO
LIQUID GLOSS

Dry dusting merely scatters the dust. A dust-cloth moistened with Ioco Liquid Gloss gathers up all the dirt, and leaves a clean, disinfected, and polished surface.

Ioco Liquid Gloss is needed almost daily in every household. We are pushing its popularity throughout the Dominion with extensive advertising in all leading magazines.

Put up in convenient sizes—half-pint, pint, quart, half-gallon and five gallon lithographed tins; also in barrels and half barrels. For terms and prices, write

THE IMPERIAL OIL COMPANY, LIMITED

Toronto	Montreal	Winnipeg	Vancouver
Ottawa	Quebec	Calgary	Edmonton
Halifax	St. John	Regina	Saskatoon

"SOVEREIGN"
SALMON



FINEST BRITISH COLUMBIA SOCKEYE

QUALITY IS OUR FIRST CONSIDERATION

PACKED BY

THE ANGLO BRITISH COLUMBIA PACKING CO.
LIMITED

VANCOUVER, B.C.

Don't Buy "An Electric Coffee Mill"
Buy a COLES GUARANTEED ELECTRIC MILL



There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St. **PHILA., PA**

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

PURITY SALT
Should Go Into Every Basket of Orders That Leaves Your Store



When salt is asked for give the customer "Purity," it's everything its name implies. It satisfies the customers every time and allows you a liberal profit. Insist on getting it — recommend it to your patrons.

The Western Salt Co.
LIMITED

COURTRIGHT, ONT.

Tartan BRAND
THE SIGN OF PURITY

You can rely on us to give you Best Service and Best Prices possible during the present unrest and trouble.

BALFOUR, SMYE & CO., Wholesale Grocers HAMILTON

'Phones: No. 3595, 3596, 3597, 3598, 748, 462; 1807 Night 'Phone.

A store convenience — costs little — gives big service



Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or
The O. P. McGregor Paper Co., Limited
411 Spadina Ave., Toronto

RENNIES SEEDS
PUREST-CLEANEST
MOST RELIABLE
GET CATALOGUE
AT BEST DEALERS
OR DIRECT
TORONTO - MONTREAL
WINNIPEG - VANCOUVER

BLACK JACK

QUICK
CLEAN
HANDY



TRY IT

SOLD BY ALL JOBBERS

¼-lb. tins—
3 doz. in case

BUY
STARBRAND
Cotton Clothes Lines
AND
Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers
SEE THAT YOU GET THEM

7-20-4 CIGARS

You are obliged to handle staples for the sake of their convenience, in spite of the extremely small profit they afford. Wouldn't it be wise, then, to balance by securing a line that ensures an unusual profit with scarcely no effort or work connected with its sale? The large profit on 7-20-4 Cigars have for years been the mainstay of many grocers and drawn them through some trying months. Why not let them balance up your profits, too?

Sherbrooke Cigar Co., Limited
Sherbrooke, Que.



The Most Profitable Side-Line Offered The Grocer

No Need to Push Sales for Chocolate Turkish Delight

Many grocers all over Canada have found that the very sight of this delicious confection on display loosens from under the tongue little trickles of anticipated pleasure and wholesome enjoyment. There is really no effort connected with the sales of Chocolate Turkish Delight and the unusually large profit it affords makes it a most attractive proposition. Why not write to-day for free sample and prices?

ORIENTAL PRODUCE CO.
MONTREAL

Rumors are being freely circulated that owing to Government and war demands we are unable to fill orders for Pork and Beans, Canned Meats, etc.

This statement is absolutely without foundation, as we are filling orders with our usual despatch. Insist on your jobber giving you CLARK'S products when you ask for them.

W. CLARK LIMITED
MONTREAL

Our Seal TUCKETT'S SMOKING Tobacco



If fond of a good pipe yourself smoke "OUR SEAL" Tobacco

This is the supreme result of six years' experimenting in the blending of tobacco leaves to produce an article that is both mild and satisfying—a rich, mellow tobacco, with a pleasing delicate flavor and fragrance, made from the properly grown and ripened leaves of the finest Virginia plants.

Try it yourself and stock it for your best trade. Smokers all appreciate "Our Seal."

Get it from your wholesaler.

TUCKETT LIMITED, Hamilton, Ontario

A reg'lar Man's "Smoke" an' "Chew"

Nothing so tickles the "smoke" spot in a man quite so well as Rose Quesnel and Master Mason. And if it's a "chew" he prefers, why King George Navy or Maple Sugar meet with the unquestioning approval of the most exacting user.

So well have the satisfying qualities of these lines won the favor of Canadian tobacco users, continuous profits are assured. If you want to realize the good profits of tobaccos, offer a reg'lar man's "smoke" or "chew" by suggesting one of the Rock City lines. Your wholesaler is ready to supply you.

The Rock City Tobacco Co.
Winnipeg and Quebec

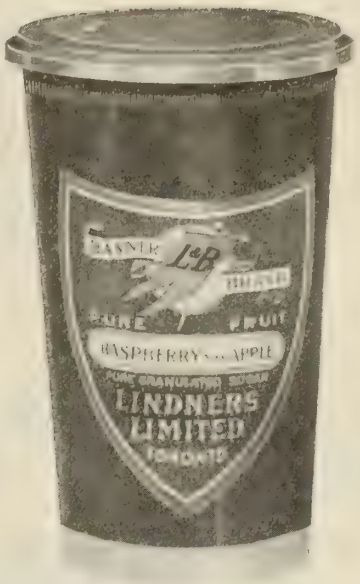


Large soap sales are the natural result of large service. Then why not get all there is in the soap trade by handling a line that for years has stood the severest tests in thousands of homes—**WONDERFUL Soap?** You can recommend **WONDERFUL Soap** for lightening all household labors or cleansing the sheerest linens, and with the full confidence of entire satisfaction. There are excellent profits waiting for you in the handling of **WONDERFUL Soap.** Why not write for prices to-day?

Guelph Soap Co.
Guelph, Ont.

Reputation counts—

Even the most particular people, with tastes capricious and exacting, unquestioningly order the delicious Banner Brand Jams, Jellies and Marmalades. For here they secure Nature's true flavors, unsullied by science and adulterants, giving the home tang, the home taste, at trifling cost. Surely there are many in your locality who would appreciate the purity and delicious quality of the Banner Brand Lines?



LINDNERS LIMITED

306 Ross Ave., Winnipeg 340 Dufferin St., Toronto

Representatives:—

H. Whissell, 2928 Drolet St., Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Ltd., Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto

"LUNA" Brand

NORWEGIAN SARDINES

Small, choice smoked fish of delicious flavor in the highest quality Pure Olive Oil.

Our prices make "LUNA" Brand most interesting to the Grocer.

We solicit your inquiries and orders.

Sole Canadian Agents:
Davidson-Bowles, Limited
86 Wellington Street West
TORONTO

The OVERSEA EXPORT CO., Limited
CHRISTIANIA, NORWAY

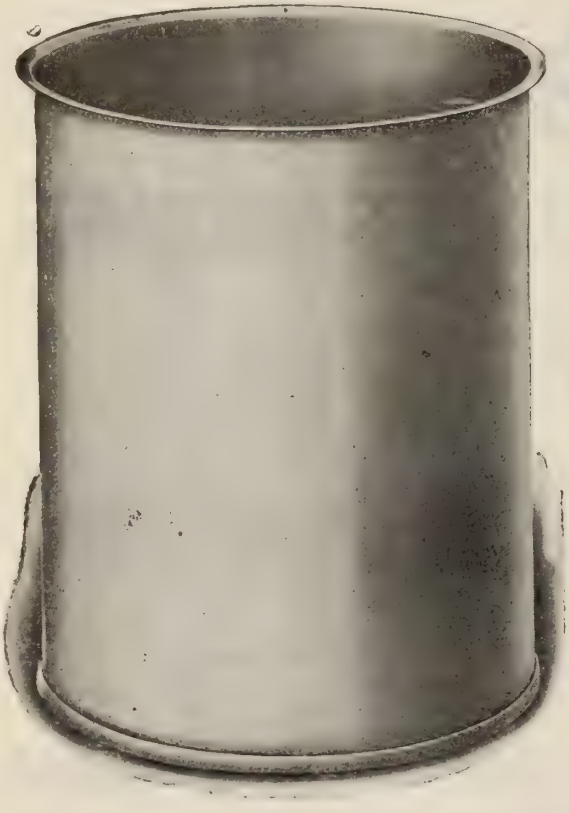
If you are now a distributor of

CHASE & SANBORN'S
High-Grade Coffees

you know the satisfaction they give; if you are not, you can't learn too soon.

Chase & Sanborn, - Montreal

HIGH-GRADE COFFEES



Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company
LIMITED
NIAGARA FALLS, ONTARIO

St. Lawrence Granulated

The Canadian Standard of quality.

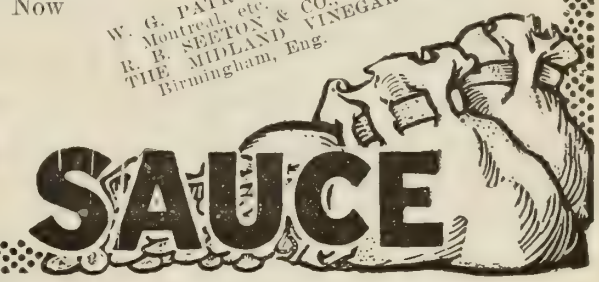
100 per cent. pure cane.

ADVANCE—OR RETIRE?

there's no standing still in business.

It's lines like H. P. SAUCE that make for progress. Good Value, Good Profit and Good Advertising—some of you are doing great things through H. P. SAUCE. Now how about you?

W. G. PATRICK & CO., LTD., Toronto, Montreal, etc.
R. B. SEETON & CO., Halifax, N.S.
THE MIDLAND VINEGAR CO., LTD., Birmingham, Eng.



APPLES

WE OFFER

1,000 Barrels first-class Fall and Winter Apples —all from sprayed orchards.

O. E. Robinson & Co., INGERSOLL ONTARIO

Below are the prices fixed by the

British Columbia Packers Association
VANCOUVER, B.C.

for **Maple** and **Clover Leaf** Canned Salmon, which came into force on **Monday, Sept. 21st last.**

LESS THAN 5 CASES.	Doz.	5 CASES OR MORE. All One Brand.	Doz.
1 lb. talls, cases each 4 doz.	$2.52½	1 lb. talls, cases each 4 doz.	$2.50
1 lb. flats, cases each 4 doz.	2.72½	1 lb. flats, cases each 4 doz.	2.70
½ lb. flats, cases each 8 doz.	1.57½	½ lb. flats, cases each 8 doz.	1.55

TERMS: Net, 30 days time, no discount for prepayment.



THE TEST OF TIME

For more than forty years, Electric Paste Stove Polish has met every requirement of thousands upon thousands of critical housekeepers.

What more could you ask? Have you tried it yet?



Place your order now, so as to avoid delay, as we are away behind on our orders. Selling agents for Canada are—

D. J. McLeod & Co., Edmonton, Alberta; Orr & MacLain, Winnipeg; E. B. Thompson, Toronto, for Western Ontario; G. C. Warren, Regina, Sask.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Established 1859.

GEO. STANWAY & CO.
TORONTO

Agents for Furuya & Nishimura, Japan Teas. Alexander Molasses Company, Cincinnati, for best grade Molasses in tins. Phoenix Packing Co., Dried Fruits.

CHARLES H. COLE

Agent for McVitie & Price, Jas. Pascall, T. W. Beach, Johnston-Baird Co., etc.

New Address:
33 Front Street East - Toronto
Montreal Office: 501 Reade Bldg.

MORROW & COMPANY
CEREALS

TORONTO, - - - - CANADA.
Rolled Oats, Oatmeals, Rolled Wheat, Split Peas, Pot and Pearl Barley, Graham Flour, Buckwheat Flour, Potato Flour, Wheatlets, Cornmeal, Lentils, Beans and Peas, Domestic and Imported; Sal Soda, etc., etc. Write for prices and samples, carloads and less.

"We are in the market for White Beans, small or large lots. Send samples and prices immediately."

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents
and Importers.
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

HENRI DE LEEUW
28 Front Street E. TORONTO

I solicit Agencies of large Canadian Packers, Evaporators, Flour Mills, either for Canada or abroad. Submit me prices and samples. I have large foreign enquiries.

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers
and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

G. C. WARREN, REGINA SASK.
Importer, Wholesale
Broker and Manufacturers'
Agent.
Trade Established, 15 years.
Domestic and Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

LEADLAY LIMITED
Grocery Brokers
and Importers
WINNIPEG TORONTO CALGARY
332 Bannatyne 309 King St. W. 510 Ninth Ave. W.

W. H. Escott Co.,
LIMITED
Wholesale
Grocery Brokers and
Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

Hamblin & Brereton
LIMITED
Importers and Manufacturers' Agents.
Winnipeg, Calgary, Vancouver.
We call on the Jobbing and Retail Trade.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

COCKBURN-NOLAN CO.
Limited
Importers, Brokers and Commission Merchants
Representing Pugsley-Dingman Co., Limited. Canned Foods, Limited.
312-314 Ross Avenue, Winnipeg.

WESTERN PROVINCES—Continued.

H. G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY
IMPORTER & BROKER
Specials just landed:—
CITRIC ACID TARTARIC ACID
OIL OF LEMON SALTPETRE
757-759 Henry Ave. WINNIPEG

Ruttan, Alderson & Lound, Ltd.
Successors to
RUTTAN & CHIPMAN
Commission Brokers
WINNIPEG, MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street, - Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S, - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.

QUEBEC.

SPLENDID CONNECTION
Amonst the Jobbers and Retailers.
I am open for a few more agencies, and can handle them to advantage.
Have You a Line of Candy Gross Goods?
The CLAUDE BEAUCHAMP Imports Limited.
223 Commissioners St., Montreal.

Agencies Solicited
For many years have had first-class connection with both retail and wholesale grocery trade.
J. W. Lapointe
458 St. Antoine St. Montreal

When writing advertisers kindly mention having seen the ad. in this paper.

Are You Interested?

In Buying a Business,
In Selling a Business,
In Engaging a Clerk,
In Securing a Position,
In Securing a Partner,
In Disposing of Second-hand Fixtures,

Then you should use
Canadian Grocer's Classified Ad. Columns.

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

No Other Paper Reaches All These Men.

RATES:
(payable in advance)

2c per word, first insertion.
1c per word, subsequent insertions.
5c extra per insertion when replies are to be addressed c|o Canadian Grocer.

Canadian Grocer
143-153 University Ave., Toronto

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.
143-153 University Ave., Toronto

There is value

for the grocer in Fels-Naptha soap boxes.

They are clean, strong, nicely shaped, and useful for packing and re-shipping.

Probably no container of specialties can be more readily sold at fairer prices.



THE "WANT AD."

The "want ad." has grown from a little used force in business life into one of the great necessities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the small affairs and incidents of daily life.

THOSE WHO KNOW

the delicious uses of

MAPLEINE

will thank you for supplying them.

ORDER FROM
Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont., Canada,

Mason & Hickey, 287 Stanley St., Winnipeg, Man., Can.

CRESCENT MFG. CO.
SEATTLE, WASH.



OAKEY'S KNIFE WELLINGTON POLISH



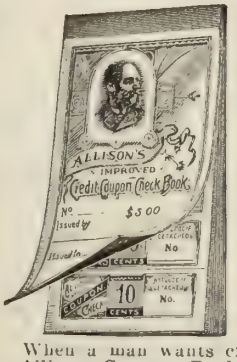
JOHN OAKEY & SONS, LIMITED,
LONDON . ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermed St., Winnipeg.

20th Century Retailing DEMANDS the use of

ALLISON COUPON BOOKS



You can't get away from credit business without driving away trade. And if you don't use **Allison Coupon Books** you are bound to lose some money on credit accounts. Allison Coupon Books make credit business "good as gold."

HERE'S HOW THEY WORK:

When a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No passbooks, no charging, no time wasted, no errors, no disputes.

For Sale Everywhere by Jobbers.

ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

FOR YOUR PROTECTION

NOTICE



At last the Government has acted in the interest of the Maple Industry, and have passed a Bill, May 6th, 1914, which goes into effect January, 1915, which reads as follows:—

4. The following section is inserted immediately after section 29:—

"29a. No person shall manufacture for sale, keep for sale, or offer or expose for sale, as maple sugar any sugar which is not pure maple sugar, nor as maple syrup any syrup which is not pure maple syrup, and any maple sugar or maple syrup which is not up to the standard prescribed by the Sixth Schedule to this Act, or, if such standard is changed by the Governor in Council, to such standard as the Governor in Council may from time to time prescribe, shall be deemed to be adulterated within the meaning of this Act.

"2. The word "Maple" shall not be used either alone or in combination with any other word or words on the label or other mark, illustration or device on a package containing any article of food or on any article of food itself which is or which resembles maple sugar or maple syrup; and no package containing any article of food or any article of food itself which is not pure maple sugar or pure maple syrup, shall be labelled or marked in such a manner as is likely to make persons believe it is maple sugar or maple syrup which is not pure maple sugar or pure maple syrup and any article of food labelled or marked in violation of this subsection shall be deemed to be adulterated within the meaning of this Act."

BE ON THE SAFE SIDE

STOCK

PRIDE OF CANADA

FROM THE PURE SAP OF THE MAPLE TREE

Maple Tree Producers' Association, Limited

58 Wellington Street, Montreal

AGENTS—W. L. Mackenzie & Co., Winnipeg; Oppenheimer Bros., Vancouver; S. H. P. Mackenzie, 32 Church Street, Toronto; Canadian Maple Products Co., Limited, 1 Endell Street, Long Acre, London, W.C., England

LARGEST MAKERS IN THE WORLD

TIN FOIL, ALL DESCRIPTIONS

TEA LEAD, ALL GAUGES and SIZES

METAL BOTTLE CAPSULES
ANY SIZE, COLOR or STAMPING

COLLAPSIBLE TUBES, Plain or Colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use—stating qualities—
We will give you BEST QUALITY—BEST DELIVERY—BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road **LONDON N., ENGLAND**

No War-Panic Prices for Dickeson's Tea

NOTWITHSTANDING the action of many tea houses in increasing the price of their teas during the war, Richard Dickeson & Co., feeling any advance to be unjustified, are showing the true British spirit in their refusal either to advance the price or to alter the quality of their tea.

The fact that their tea sales have gone up so phenomenally of late, proves not only that the public recognize the merits of this favorite Old-Country tea, but also that they are quick to appreciate the patriotic attitude adopted by Dickeson's.

Support the firm who are supporting *you* at this time by ordering

DICKESON'S TEA
"The Beverage of the Old Country."
RICHD. DICKESON & Co., Ltd., LONDON, ENG.

Get in touch with any of the DICKESON Agents:—

TORONTO
Frederick E. Robson & Co.

HAMILTON
C. G. Walker & Co.

OTTAWA
H. N. Bate & Sons, Ltd.

WINDSOR
G. Clair Bliss, Detroit, Mich.

ST. JOHN, N.B.
E. T. Sturdee.

QUEBEC
A. Francois Turcotte.

WINNIPEG
W. Lloyd Lock & Co.

AMHERST, N.S.
Morrison's, Ltd.



Business Is Good With Us







And we are optimistic for the Future. We expect to keep our plant RUNNING FULL BLAST and all our staff employed, as the popularity and continuous demand for DIAMOND BRAND CONFECTIONERY has not diminished, and as the exceptional value of these lines becomes known we expect a Larger Business Than Ever.

We are Strong on Gross Goods

and specialize particularly on the following lines:

OLD-FASHIONED CHOCOLATES
MARSHMALLOW VANILLA MOSS
MARSHMALLOW COCOA MOSS
MARSHMALLOW CHOCOLATE BAR
BOSTON BAKED BEANS
COCOA BALLS
DATE BALLS
PEPPERMINT ROCK

Our **MIXED CANDY IN PAILS** is also Very Popular.

MIKADO MIXED
MINTO CREAMS AND JELLIES
MINT BUTTONS
A. B. GUM DROPS

Cut out and mail to us the following Trial Order, which comprises all these popular lines:

SUGARS & CANNERS, Ltd., Montreal.

Please ship, freight prepaid:—

1	Pail Mikado Mix, 32 lbs. at 9c	$ 2.88
1	Pail A. B. Gum Drops, 35 lbs. at 9c	3.15
1	Pail Minto Mix, 32 lbs. at 9c	2.88
1	Pail Mint Buttons, 17 lbs.	2.20
8	½-gross boxes (lines mentioned in this advt.) at 50c. per box	4.00
		$15.11

Name .....

Address .....

.....

Order from your Jobber or send to us direct, giving your Jobber's name, and the goods will go forward fresh and crisp from our factory.

Sugars & Canners, Limited

MONTREAL

We take much pleasure in informing you that all our travellers are again on their respective trips with full lines of samples of

MELAGAMA and MINTO TEA
AND
MELAGAMA COFFEE

Our travellers have with them attractive samples and prices of New Ceylon, Indian, Japan and China Teas.

All orders entrusted to us will have our prompt and careful attention. Thanking you for past, present and future business.



Minto Brothers, Limited

Toronto

Big Money for the Western Merchants in

Ontario Apples

Lowest Prices in Years



We handle all the standard Winter varieties in car lots only. Best transportation from the richest apple-growing belt in Ontario, easy access to refrigerator cars. We ship to all parts of Canada.

We also handle all grades of fresh and storage EGGS.

Write *for* Prices on Car Lots

***The* H. M. Hambidge Co.**

Wholesale Apple and Egg Merchants

AYLMER, ONTARIO

Note: Arrangements made for enclosures of pears, produce, canned goods, etc., when desired.

"Yes, Madam, Here It Is"

THAT'S about all you have to say to sell a *Heinz product*, because, our national advertising does the talking for you by teaching your customers the purity and quality of our products.

Our Grocers' Service Department will help you increase your sales.

"What is this department?"

"How can it help?"

Write to us or ask our salesman to explain—it's well worth finding out about.

H. J. HEINZ COMPANY

PURE FOOD PRODUCTS

PITTSBURGH, U. S. A.

—and here it is—the jelly powder that complies with the most rigid requirements of the law and an exacting public.

Absolutely pure, made of the finest quality and richest ingredients, under the most improved conditions by expert operators—(never touched by human hands)

that's—

The most up-to-date Pure Food Factory in Canada



Seven weeks of War!

During the extremely trying period we have passed through these last few weeks, those articles dependent on public taste, and those for which an inferior substitute might be accepted in order to effect a slight saving, have been put to a severe test. We are, consequently, proud of the fact that in the seven weeks since war began, the sales of

"SALADA"
TEA

show an increase, *in Canada alone*, of ***115,698*** pounds over the corresponding seven weeks in 1913. For all branches combined, Canada and the U.S., there is an increase in sales for 1914 over 1913 of ***843,055*** lbs.

WHICH PROVES, CONCLUSIVELY, THAT THE PUBLIC WILL HAVE *QUALITY.*

MONTREAL
LONDON, ENG.

"SALADA"

TORONTO
And principal U.S. cities

Jonas' Extracts

satisfy our customers of over 40 years as well as the new ones



PURITY
UNIFORMITY AND STRENGTH

PIONEER OF THE EXTRACT WORLD

Long experience has produced an extract that has no equal, an extract that has maintained its high quality and grown in popularity, holding its first patrons and daily making new friends.

Your customers, one and all, will appreciate Jonas' Extracts.

Henri Jonas & Co.
ESTABLISHED 1870
MONTREAL

What chance for success has an army without good fighting equipment?

Likewise, what chance for success has a dealer without good store equipment? Practical and successful dealers know that a good Refrigerator plays the most important part in winning business battles—making sales and profits.

Eureka Refrigerators are built on the most scientific principles of cold, dry air circulation—they reduce loss from spoilage to a minimum. By installing a Eureka you will not only save many dollars, but you will have the benefit of the sales-pulling power of good display of perishables. Eureka Refrigerators are backed by over 28 years' experience in refrigerator building and are absolutely guaranteed.

Catalog and prices on request.



Eureka Refrigerator Company
Limited
31 Brock Ave.
TORONTO

Robinson's
Patent Barley

has proved itself a healthful and nutritious food for young and old.



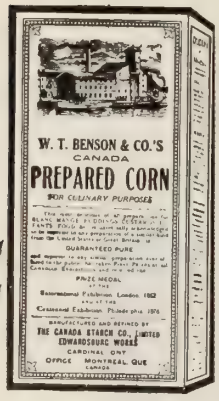
Sells
Without Effort

Its reputation is long established and customers like it; that accounts for the steady demand.

MAGOR, SON & COMPANY, Limited

403 St. Paul St., Montreal **30 Church St., Toronto**

AGENTS FOR THE DOMINION OF CANADA



In every household this famous yellow package is known to contain the solution to one of Summer's food questions: "What shall we have for dessert?"

The answer is:

BENSON'S
PREPARED CORN

That makes sales rapid profit good and grocers happy.

CANADA STARCH CO., Ltd.

Makers of Edwardsburg Brands

Montreal **Cardinal** **Brantford**

CANADIAN GROCER

VOL. XXVIII OCTOBER 2, 1914 No. 40

Get the Housecleaning Ammunition Ready

Fall Cleaning Campaign is on and Suggestions should be Offered the Ruler of the Home—Lines that Sell Well—Germs, Dirt and Dust Removed Now Mean Healthy Homes and No Doctors' Bills Later on.

THE armies on the battlefield are forever seeking to attack the enemy at the most vulnerable point. The line of least resistance is always pressed with the most vigor, for there lie the greatest possibilities for success.

Just now the average grocer is finding a certain slackening of demand for those staple lines of goods which a month ago were in the very thickest of the rush. Since the housewife has laid in her supply of these goods she is not doing her usual buying, and hence the dealer is not obtaining his usual sales at this time of year.

But there are other lines in which the grocer has splendid opportunities, and which should be given his attention immediately. Among them are the fall house-cleaning goods. The woman who sees cleansing powders, mops, brooms, brushes, soap, etc., in the windows, on the counters, and in other prominent places about the store, is reminded that there is a considerable quantity of dust, dirt and germs about the house that ought to be gotten rid of before the winter sets in. The dealer who caters to this trade is striking at the spot of least resistance. It is one of the big vulnerable points in so far as the buying of the "ruler of the home" is concerned—and now is the time to get after this business. If sales of sugar and flour have dropped somewhat, following the great stampede of a few weeks ago, there are other lines to take their place, and house-cleaning lines are amongst them.

Housewife's Bitterest Enemy.

One does not have to don any ear-trumpet to realize that this is the autumn house-cleaning time. The beating of rugs and carpets in the back-yards can be easily heard throughout the land. Open windows with blinds and curtains off also bear testimony to the wrath of the housewife against her most bitter enemy—dirt. She is, or soon will be, battering away at it with cleansing powders, sweeping powders, disinfectants, soap, brushes and brooms. The dealer has a large part to play in supplying the ammunition. His suggestions in the window, on the counter and in the newspaper advertisement will be keenly watched for in times like these, and, in addition, his personal talks about the qualities and uses of the goods are sure to provide him with extra business, and therefore, profits.

"This should be a splendid season for house-cleaning goods," remarked a dealer the other day. "On account of the extra dry summer, the dust has been very bad, and many houses must contain considerable of it at the present time. I have begun my fall house-cleaning campaign, and find that by making reference to the dust nuisance in the home, several customers have become interested in house-cleaning goods who might otherwise not have been."

This shows the value of a timely suggestion. Every merchant could very easily increase his sales by making as many suggestions as possible, both in the matter of display and in personal conversations.

Sweeping and Other Cleaning Powders.

Dealers find that sometimes after going to the trouble of making a sale of some kind of cleanser, the customer comes back with the story that it is no good, and that it did not serve the purpose for which is was sold. He

REMOVE THE DISEASE GERMS NOW

Give the house a thorough cleaning before the winter season arrives. A stitch in time, as the old saying goes, saves nine. If the disease germs and the inevitable dust and dirt are removed now, the chances are doctors' bills will be saved later on. We can supply all your wants. Look over this list and secure your ammunition to-day.

Powdered Ammonia, an indispensab' cleaner, per package.....—c.

Sweeping Powder, kills the germs in rugs and carpets, per package.....—c.

——— Powder, a splendid sink and porcelain cleaner, per can.....—c.

Chloride of lime, should be used in closets every day.....—c.

Ask us about other lines, such as liquid ammonia, powdered borax, lye, silver and metal polishes, and disinfectants.

The

James Thompson Company

75 Main Street. 'Phone 196

A suggestion for a newspaper advertisement to be used during Fall Housecleaning Campaign.

has made a study of these complaints, and in practically all cases it was discovered that the directions on the package were not properly carried out.

Overcoming a Complaint.

"Whenever a complaint of this character comes in," he said, "I take the pains to go over the directions on the label to determine if they were fulfilled in every particular. Usually I can put my finger on the trouble at once, and by demonstrating the article then and there the customer is invariably convinced that it accomplishes all the manufacturer claims for it."

Good Lines to Feature.

There are several lines of house-cleaning goods that will sell particularly well just now. They include:

Powdered Ammonia	Soap
Liquid Ammonia	Brushes
Powdered Borax	Brooms
Bluing	Disinfectants
Chloride of Lime	Silver Polish
Lye	Metal Polish

Sweeping and other Cleaning Powders.

It is up to the retail dealer to push the sales of laundry soaps. During the passing of the wave of economy there will be more laundrying done in the home than heretofore. The wash-board and tub and the proverbial "elbow-grease" is going to be brought into requisition more frequently, and a greater number of housewives are going to purchase soap. This means better sales of this article as well as of wash-boards, pails, tubs and clothes-pins.

It should not be forgotten that house-cleaning lines are not luxuries. If healthy surroundings are to be preserved about the home, regular house-cleaning campaigns are absolutely necessary. Lines that chase away the dirt and destroy disease germs are necessities. It is no economy to forego house-cleaning, for later on the doctor and the druggist are apt to get more of the customer's money than would be expended on a cleaning-up campaign. These are facts that should be impressed upon everyone through the newspaper space and through the other publicity methods which every dealer has at his disposal.

Great Opportunity for Selling Apples

War Has Curtailed Foreign Demand and Prices Are Going To Be Low This Autumn and Winter—Big Publicity Campaign Under Way—A Suggestion For The Government.

RETAIL grocers of Canada have a duty to perform this autumn and winter in connection with apples. It isn't very often that apples and loyalty are associated very closely with one another, but here is an instance where they unite.

While the war has had the effect of boosting the prices of mostly all farm products, it has reacted to the disadvantage of the apple growers. Canadian apples are noted for their admirable qualities and have long since been keenly sought by the apple connoisseur of the Old Country. European hostilities have disarranged this regular course of the apple trade, so that in Canada today we are faced with a big crop of apples and little export trade. Each year as the trade well knows, Canada usually ships large quantities of evaporated apples to Germany, and of course this trade has been entirely cut off.

Better Known in Canada.

The war is therefore not a very pleasing thing to fruit growers who have always depended on this export trade to give them a good price for their apples. It has, however, presented a splendid opportunity to the Canadian public to become better acquainted with our own fruit in view of the reasonable prices that will be existing this fall and winter. This is where the retail dealer reaps the benefit. A great many of the merchants have customers who must of necessity curtail expenses this winter. It will be the duty of these dealers to help them economize as much as possible, and what better food to suggest and push the sale of than apples? The advantage in the apple is that it can be eaten raw, baked, in apple sauce, in dumplings, in pies, etc., and it is always appetising, wholesome, and beneficial to the system.

At the same time when the retail dealer sells apples he is assisting the large body of applegrowers throughout the country and indirectly the proceeds, or much of them, find their way back again to his cash register.

An Apple Publicity Campaign.

The Department of Trade and Commerce under the direction of the Minister of that department, Hon. George E. Foster, has undertaken a Dominion-wide campaign to make our Canadian apples better known to the Canadian people. Canada is a great apple producing country and particularly the provinces of Nova Scotia, Quebec, Ontario, and British Columbia. In Nova Scotia the production is estimated this year to be in the neighborhood of a million barrels. The exports to the United Kingdom have been running in the neighborhood of 1,500,000 barrels, and it is estimated that about 75 per cent. of all the apples evaporated in this country have been exported to Germany, Austria-Hungary and other continental European countries. This explains why new markets are required and the department is making it its duty to find a considerable part of that market in our own country.

While the publicity campaign will do much to impress the people with the qualities and food values of Canadian apples, the retail dealer can supplement this publicity to a very great extent by pushing the sales of apples himself. Displays of apples in the window with show cards telling of the varieties and the uses to which they can be put, make one of the strongest selling methods procurable. And right now is the time to begin the sales of the fall varieties. Any apple that is not a good winter keeper can be sold for little money, but it must be disposed of as soon as possible. The dealer who desires to take as much advantage as he can from this apple campaign and the cheapness of the fruit, should begin on his plans at once. There is no time to be wasted.

GIVE THE BELGIANS APPLES.

Canadian Grocer offers the suggestion that the Dominion Government assist the Belgian people by sending them over a quantity of apples as part of Canada's grant. There is an abundant supply of apples in the country and no doubt the Belgians would appreciate a gift of them. At the same time the government would be helping out the growers of fruit here who have apparently plenty of apples to sell and who are not likely to get any too high a price for them on account of the Old Country demand being greatly lessened.

B. C. SOCKEYE SEASON EXTENDED.

The period for fishing for sockeyes on the Fraser River, B.C., was extended indefinitely from the day when the season usually closes. This has been done owing to the light catch this year.



A splendid Thanksgiving window which could be used to advantage next week.

Thanksgiving Trim That Brought Business

THANKSGIVING comes this year on Monday, October 12. There is no better opportunity for the dealer to make good use of his window than at that season of the year. Late vegetables are plentiful, including pumpkins, celery, cauliflower, cabbage, onions, squash, etc. It is also a pear and apple time and as the accompanying window demonstrates, there are plenty of other lines that can well be utilized to make a very effective and appetizing display.

This fine window was trimmed by Bruce McDougall, of Ingersoll, Ont., for the Thanksgiving trade of last year. After a glance at it one would not be surprised to learn that it sold a considerable quantity of goods. It was dressed during the week prior to the holiday. Out of 150 pounds of sausage stocked for the occasion, not one pound was left on the Saturday evening. All the pork-pies, bacon, headcheese and other cooked meats were disposed of, while on Saturday at noon there was not a cabbage, cauliflower or bunch of celery left for the evening's business. The pumpkins were all sold early and a fresh supply had to be secured, and an entire white cheese was disposed of as well as others.

Breakfast foods, canned vegetables, olives, and bottled goods also sold freely, all of which demonstrates the selling power of a good window trim.

Sprigs of wheat and oats, together with the fruit and vegetables added a splendid Thanksgiving touch to the whole trim and brought more attention to it.

A Merchant's Experience with Credit Customers

Some of the Requests He Receives from Time to Time and How He has Dealt with Them—Good Customers Turn Out to be Slow, and Some with Poor Reputations Make Good—Need of a Careful Watch.

Written for Canadian Grocer by an Ontario General Merchant.

I CONDUCT a credit business, and have done so for fifteen years, and while I have been very fortunate regarding collections and have had comparatively few losses, perhaps not more than one hundred dollars during the whole business term, I would prefer a cash business.

But being established here as I have been for so long under the credit system, I feel my only wise course to follow is to watch credits very carefully and put time and money limits on every customer on my books. But my aim in this article is to expound the methods of collections in my own credit system.

I have to confess I am careless in rendering my book accounts. One reason is because I am short of help. Another is perhaps sometimes I am not pushed for cash very badly, and I let it lie on the ledger longer than it really should. Perhaps it is considered good policy too, sometimes, to allow an account remain on the ledger several months unrendered; and sometimes this apparently good policy turns out to be a very damaging policy indeed. I will cite you an instance which happened only a few weeks ago.

Trouble Over Long-standing Account.

A customer let an account run along for one year and a quarter and it crept up to only about twenty dollars. I felt the account was good and sound and one day the man came in and wanted to pay it. I turned to the ledger, and gave him an itemized statement. He was horrified at the amount. He took it home before he would pay it, for his wife to examine. They had some check slips saved, and some they did not have, and the result was I threw off some of the amount. But still they were dissatisfied. That represents one of the troubles of the credit system.

Let me cite you another example. I have a customer, who owes me ninety dollars. He has owed it for ten years. He buys from three to five dollars per week, and the fact of the existence of that account keeps him with us. We sell this man practically all his staple goods. If we were to demand a note, or a settlement of some nature, I venture to say we might be able to hold him just as solidly as we do now and we might not. That I consider is an advantage in favor of credit considering that particular instance.

A credit system unless carefully watched throws the doors open to all very largely and those who are so disposed will take all kinds of advantage of the opportunity and work all kinds of schemes possible.

Customers are Classified.

We classify all customers, good, slow and bad, and endeavor as far as possible to place a time and money limit on all.

We had a family of a mother, daughter, and two sons move into our territory over a year ago. We did a nice business with them for cash the first summer. When winter came they came to us for assistance we felt it was up to us to assist them, which we did on the strict understanding that as soon as spring opened up, and they commenced work, they were to clear the debt. What happened? When spring arrived and they commenced work, they began to trade with my opposition. What was I to do? The law would give me little or no hold on them, so I arranged with them for so much cash per week until the debt was cleared. I am hoping to clear the amount by the end of the autumn season and in the meantime, I am selling them about one-quarter only of their goods. What will be the result this winter? They can't have a cent of credit with me, and I know full well that my opposition is not in a position financially to carry them.

An Honest Customer.

I had another case where a man and his wife and one child commenced to trade with me at the same time as the above-mentioned family. I had to carry the account during the winter, but as soon as spring work commenced, that fellow could not get the pay envelope from his employer to me quickly enough. I told him the other day that he need not worry about his winter supply. How pleased the fellow was to know he had established such a good sound basis of credit.

A man, his wife and three children moved into our village this summer. They are poor people indeed and a careful watch was kept on them. I was told by the first man they worked for that they would even steal, and were morally bad. I immediately placed them on a strictly weekly credit and made up my mind if I lost their trade I would not feel very badly. But I have been surprised to know they have been very prompt every week. They buy very carefully and apparently appear to be honest and industrious.

The other day a man worth perhaps ten thousand dollars in property, came to me, and asked for credit. However, I had had experience with this man before and he was pretty slow. I made all kinds of excuses, and as carefully as I knew how, I turned him down. But just to show you how it turned out he came back the next day with a cheque for twenty dollars from the canning factory, where he had been selling tomatoes, and I sold him a bunch of groceries, cashed his cheque for him, and got my money for my goods.

POWERS OF ASSOCIATED RAISIN CO.

In last week's issue reference was made to the Associated Raisin Co., of California, in the Montreal market report. A manufacturers' representative of that city reports an error in the reference, and gives the following explanation of what this association is and its duties:

"The Associated Raisin Co. is not composed of packers, as stated by you, but a large outside company, which includes a very great variety of persons, but not packers. The Associated Raisin Co. was formed with the intention of steadying and keeping the market steady and out of the hands of speculators.

"The Associated Raisin Co. control 95 per cent. of the entire crop of raisins in California, and the best vineyards.

"The Associated Raisin Co. does not sell direct itself; it only becomes a distributing centre and settles with the growers for all those who pack the raisins, and who become the selling agents for it. Its power entirely consists in fixing the prices at which the goods can be sold, and which have to be entirely adhered to by the selling agents and packing agents."

Meaford, a Town of General Stores

Six of Such Establishments Pretty Well Handle the Trade — Simple Method of Keeping Track of Stocks — How Butter and Eggs Are Handled to Bring Trade to the Store.

By a Staff Correspondent.

MEAFORD, Ontario. — The outstanding impression in connection with the retail business of this town is general stores—the general merchant seems pretty well to control the trade; in fact there are very few exclusive stores in the town. Another impression gained after talking to a number of the business men is that these stores are doing a good trade. Meaford merchants are either doing business that is exceptionally good under the prevailing conditions or they must take first rank with the optimists. When the statement is made in this connection that the only one manufacturing concern is not working and that a big furniture factory is doing extra time there appears to be foundation for the optimism. Besides, although Meaford is a lake town, it is a live manufacturing centre and it has a big country trade which is always dependable.

The establishments of Gray & Co., E. Sewell, E. Abbott, R. E. Main, J. Fligg and Deitch & Co., are all general stores and they carry very heavy stocks in proportion to the premises occupied. In the case of Gray & Co., an effort is being made to double the capacity by taking in the store adjoining but this arrangement cannot be successfully made just at the present time. The men's wear department has been established a few doors up the street and here are to be found roomy premises and apparel for the man attractively displayed. The main building is one hundred and thirty feet deep and besides dry goods, shoes, ready to wear garments and shoes and groceries in the basement, there is a millinery department on the second floor and stock rooms on this floor and the third floor.

A Pocket Stock Book.

Keeping track of the stocks of such an establishment when there is a big turnover compared with the size of the establishment, and where the different departments are very much crowded, would appear to be a serious problem and the representative of this paper discussed this interesting point with W. H. Smith, the manager of the store.

"Comparatively simple," was the way Mr. Smith referred to this problem, and he produced a small book which he carries in his pocket, which serves as a stock record. When purchases are made and goods placed in stock entries are made of the number of packages and their contents in this small book; when stocks are brought from the store room for the retail shelves they are checked off and then the estimating of the stocks can practically be done by estimating what is on the shelf. This makes the buying a comparatively simple matter. The different lines are given individual numbers and the numbers used instead of names and descriptions.

Dealing in Butter and Eggs.

In a town like Meaford where there is a big agricultural trade the general merchant must not only consider what the farmer may want to buy but what he has to sell; the farmer comes to town with his butter and eggs to find an immediate market and when he finds that the supply is much greater than the demand he looks for a place of convenient disposal of the surplus. It is naturally the merchant who can make arrangements for the handling of this produce that gets his trade.

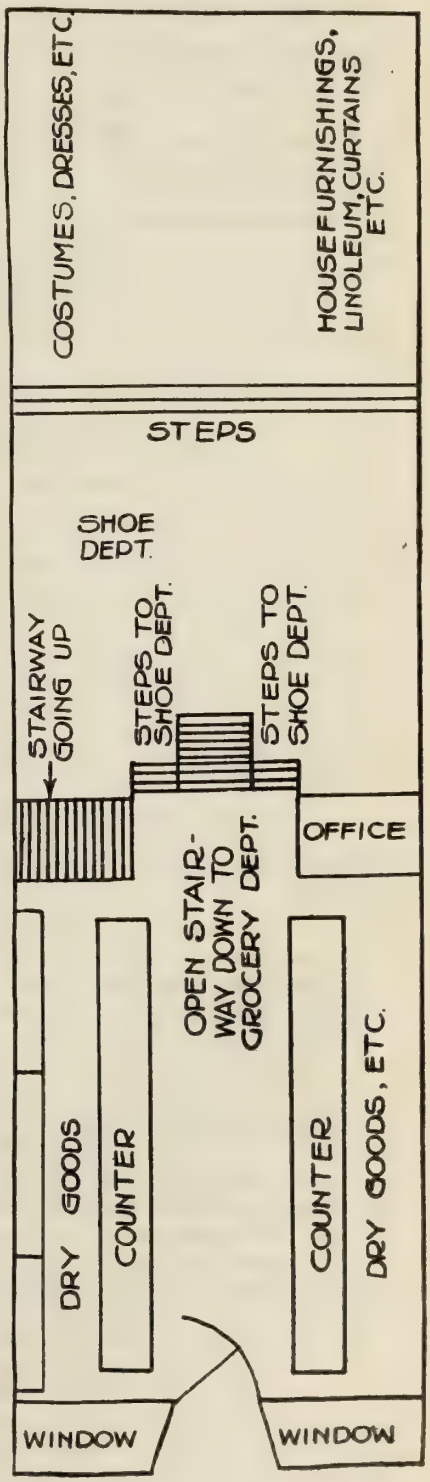
The manner in which this trade can be taken care of is described by Mr. Smith, who states that Gray & Co. find outside sale for some 400 to 500 pounds of butter and 30 to 40 cases of eggs weekly. These are either shipped to Toronto or sold to a local commission man; they bring a very small profit, but it is not for this advantage that they are handled but rather to secure trade to the store. Mr. Smith explains that the eggs taken are subjected to the candle test and only fresh goods accepted. As regards butter, it is more difficult as it is hardly in accordance with a trade-getting policy to discuss the merits of the product with the woman who has made it. Generally speaking, the exchange is on a trade basis, but in some cases with good customers part cash is paid.

"How do you handle your credits?" was a question asked Mr. Smith.

"By not having any," was the reply.

The manager continued with the explanation that the policy of the Gray store was cash business. Occasionally, there were, of course, exceptions, but hardly more than would serve to prove the rule; these exceptions usually apply to goods which may be taken on approval. This policy has been followed by the store for years and it has naturally enabled the selling of merchandise at closer prices. That it has met with success is indicated by the volume of trade the store is handling.

PLAN OF ONE STORE.



Sketch showing the interior arrangement of the big general store of Gray & Co., at Meaford, Ont. The back portions of the main floor are raised, permitting of the installation of the grocery department in the basement.

CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

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TORONTO, OCTOBER 2, 1914

A Double Service

READERS of Canadian Grocer have long recognized the service that this paper has been in a position to render them. The service is indispensable to the busy man who wants to secure every week classified information affecting his own business.

A few weeks ago a retail merchant in Northern Ontario wrote to say that he understood there were some new government regulations on butter and asked us to secure information on them if possible. It was a coincidence that when his letter arrived, Canadian Grocer had these regulations already in type for that week's issue.

Another evidence of this service is shown in the circular of a Regina, Sask., wholesale grocery firm to its customers. It reads as follows:

Regina, September 11th, 1914.

WE AIM TO GIVE GOOD SERVICE.

That is why this circular has been printed. The information it contains is very important. It is taken from Page 45 of "The Canadian Grocer," issued September 4th . If you are not already a subscriber to the "Grocer," send us $2.00 for one year's subscription. The investment will make you a substantial profit.

H. G. SMITH, Limited.

This is followed by the entire new butter regulations as printed in Canadian Grocer in the issue mentioned. It represents a double service—one to the above wholesaler's customers and the other to our readers. There is a self-evident suggestion in this to others.

"Bat the Rat" Campaign

THERE IS A CONSTANT menace to the grocery trade of the country which should be vigorously fought. Every inch of ground should be contested against it. The depredations caused by this menace amount to thousands and thousands of dollars every year. Reference is made to no less an enemy than the insignificant, and much disparaged, but insolent Rat.

In many states in the United States campaigns have been and are being waged against the rat. When it is stated that in Kansas alone the rat takes an annual toll of some $4,000,000 worth of goods, or an amount greater than the yearly tax levy, it can be readily seen that a campaign on the extermination of this destructive rodent is very much of a necessity.

Canadian dealers should show no leniency to the rat. War should be made upon him continuously. The campaign should be begun whenever a new store is being built. It may not be altogether possible to prevent him from gaining an entrance into the cellar or warehouse, but it is possible to obstruct his efforts in digging himself into a home, by the plentiful use of cement. In equipping a new store, there are on the market bins and counters designed to keep the rat away from foodstuffs, which should be inquired about. Before the winter arrives is always a good time to "bat the rat." Get after him now because this is the time he usually seeks a warmer spot than that used during the summer months. If he can be captured before he reaches the cellar or warehouse, the troubles of the merchant ends. Waylay him and get him.

Let the "BAT THE RAT" campaign open in full swing.

Western Canada Turns the Tide

IF THERE ARE any skeptics about the change of policy on the part of the farmers in Western Canada with regard to mixed farming, they are not amongst the produce dealers of Montreal. The doubt-dispeller came in the form of a shipment of three carloads of butter from the prairies to the Montreal market. The event marks an evolution in the produce business of Canada. The West which for years depended to a large extent upon the East for its butter supply recently developed its dairy interests to the point where there was no longer need for the Eastern shipments, and now the tide has begun to flow in the other direction. From this time forward the prairie provinces

are likely to play a more important part in the produce markets of the Dominion.

The market was not slow to see the significance of this shipment of Western butter. It means that it is doubtful if there will again be shipments from the East to points west of Winnipeg. Coming at a time when there is a good showing of fall butter in the East and when export business was seriously handicapped, the Western shipment had the effect of knocking 2c a pound off the top of the market.

The development of the dairy industry in the West has been due to the great strides which have been made in the encouragement of mixed farming and in this the provincial governments have played a very important part by establishing creameries on a co-operative basis and loaning funds with which to finance the undertakings, assisting the farmers to buy well-bred stock, developing markets on the strength of the government stamp on the product, etc.

Sell Housecleaning Goods

IF THE CONSUMING public have got over pretty well the stampede for those foodstuffs they went after on the outbreak of the war, the retail dealer should turn their attention to other lines. During the past week or two, we have been having some fine weather for the housecleaning campaign. This should be continued well into October so that during the month we have just entered, there is every prospect for good business in housecleaning goods.

To get this trade the dealer must divert the attention of the customer from those lines which have been heavily stocked in the home against the looked-for high prices. Let everyone talk housecleaning for the present. Not only talk housecleaning but display housecleaning goods in the window, on the counters, on display stands, and advertise them in the newspaper space. Get the people's attention away from the goods they bought weeks ago, and give them something new to think over. If that can be accomplished, they are going to forget to a certain extent that they had decided to economize. Present to them the necessity of giving the home a thorough cleaning before the winter and the cold weather set in. This can probably be best accomplished by using the newspaper—or rather good selling copy in the newspaper advertisement,—and then following this up by displays and personal talks on the various lines of goods that are effective in the cleaning of the home.

The more dealers who start this campaign the more effective will it be. Everybody should talk housecleaning goods at once. Turn the attention of the public away from other things—and results are bound to accrue.

Most Appealing Advertisements

A WOMAN WHO HAS given a great deal of her time to the study of retail advertising and the effect of various appeals to the consumer, has come to the conclusion after a special test on a number of intelligent women, that the household buyer responds more readily to the appeal that deals with the Reputation of the dealer or firm. Every merchant is an advertiser. All believe in advertising in some form or other and the majority believe in many different forms. But how many have placed the advertising of Reputation before anything else? And how many have made their chief bid for trade from the standpoint of price cutting

Following the Reputation of the Firm, this woman from her test places the other most important types of appeal in this order: Quality, Economy, Cleanliness, Healthfulness, Efficiency, Durability, Modernness, Courtesy, and lastly, Guarantee. The two greatest appeals of all are therefore Reputation of Firm and Quality. These are the things the intelligent buyer of foods considers most in the purchase of foodstuffs. Having found a firm which meets these two requirements to her satisfaction, the intelligent woman then, and not till then, gives thought to Economy. This means that if two merchants equal one another in reputation and in the quality of the goods they sell, she will purchase from the one who gives her the better price. This of course is quite natural, but it is a satisfaction to know that price does not come before the other two requirements.

Cleanliness and Healthfulness come well up in the list of types of appeal, being placed fourth and fifth respectively. The entire list shows what is in the minds of the average intelligent consumer when she starts out on her shopping tour, money bag in hand. The retail merchant who advertises his service will find some good material in these tests for a more intelligent direction of his advertising campaign. It might be a good idea to run a series of advertisements using each one of these types of appeal as a subject.

Editorial Notes

LET THE RAT be batted. He is too destructive a leak to have around the store.

SWAT THE DISEASE GERM. This is a good slogan for the fall housecleaning campaign.

* * *

WHEN YOU SEE the windows up and the curtains pulled away, there is something doing in the fall housecleaning campaign.

* * *

DISPLAY HOUSECLEANING lines during the next couple of weeks and watch them roll back the flanks of the enemy—dirt.

* * *

NOW THAT STOCKS are being heavily replenished with canned goods and other fall and winter stocks, the retailer should see that there is sufficient insurance to cover them.

* * *

IN THE FALL of Eden and in the Trojan war the apple played an important part. To-day it has a more peaceful mission to perform in Canada—it is going to be one of the mainstays in the foodstuff supply this winter.

* * *

SOME TORONTO HOUSEKEEPERS are bottling up apple juice for future purposes on account of the price of sugar being too high for preserving at the present time. The hot-air of the Housewives' League seems to have also been bottled up.

* * *

ON PATRIOTIC DAY Orillia merchants gave 10% of their sales to the Patriotic Fund. This is but one evidence of the public spirit of the merchants of the country, yet to see the reference in some sections of the daily press one would think they should be placed in the disloyal or even criminal class.

How Other Grocers Do Things



Definite Prices for Certain List of Goods

A number of merchants have found that good sales are from time to time made by offering a certain list of groceries for a set figure—25 cents, $1, $5, etc., as the case may be.

In their newspaper advertising the Govan Supply Co., of Govan, Sask., have lately used this idea. The advertisement says:

$5.00 PURCHASE.

The following list of goods can be purchased at our store for $5.00.

1 sack ——— ——— flour.
1 lb. ——— ——— tea.
20 lbs. sugar.
1 package currants.
1 package raisins.
2 cans salmon.
1 package matches.

All the rest of the goods in our store reduced in price for cash.

* * *

Meat Sales Doubled by Refrigerator

No dealer who has ever used the refrigerator—that is a good one—as part of his store equipment, will deny its benefit. Here is an instance where it has been a great deal of advantage to one grocer. The dealer in question is F. H. Simpkins, of Tilsonburg, Ont. Mr. Simpkins some time ago installed a refrigerator show-case, and during the first week he had it he doubled his sales of cooked meats, etc. This demonstrates the value of the combined show-case and refrigerator. At this rate it should not require a very long time to pay for it.

Mr. Simpkins is president of the Retail Grocers' Association in Tilsonburg.

* * *

A War Introduction

Many retailers are taking advantage of the war to introduce their newspaper advertising so that the attention of the public will be more easily secured. A. A. McIntosh, a grocer of North Bay, Ont., is doing this and in a recent issue of the local newspaper is to be found the following:

"WAR CLOUDS THUNDER OVER ALL EUROPE.

"The relations of the European Powers have been strained, but this should not concern you as much as the necessity of a continued supply of fresh, delicious meats for your table.

"Both our stores have been equipped with the modern scientific refrigerating system we can now assure you of always serving our customers with properly seasoned and flavored meats."

* * *

Careful Letter Re Credits

During the war scarce it was no easy task to keep one's customers paying their accounts as usual. Some were inclined to let them run along while they bought up large quantities of sugar, tea, etc., from various stores. Fred R. Martin, a Hamilton, Ont., grocer, on King St., east, in looking after this branch of the business sent out the following letter: -

"To Our Customers:

"Conditions brought about by the war situation in Europe are such that a number of the grocers of the city have decided to put their business on a strictly cash basis, but we are not making any change in our present system, except to ask your co-operation in helping us to reduce very materially the large amount that we are carrying on our books.

"We consider that we are carrying 25 per cent. to 50 per cent. more than we should be, and this is made up, very largely, by the balances that are left from time to time.

"If you are a weekly or a monthly customer, we would appreciate very much if, when paying your account, you would let us have it in full to the end of each week or month as the case may be.

"We are perfectly satisfied to extend the same privilege to our customers that the wholesale extend to us, and that is—all accounts paid in full each month and no balance carried, and this we think is all that should be expected of us.

"Trusting we shall have your assistance in this respect, and thanking you for past favors, I am,

"Yours very truly,
"F. R. MARTIN."

There are some very good points in this circular, the writer of it taking precaution that no offensive language was used. In a matter of this kind good judgment is necessary and Mr. Martin exercised it.



RETAILERS HEAR WHOLESALERS.

London, Oct. 1—(Special). — There was a large attendance at the last regular meeting of the Retail Grocers' Association. The notice announced that some of the wholesalers would address the meeting, also that the meeting would be in the form of a smoker.

Fred Lawrason of Lawrason's ammonia firm, spoke on the subject of patronizing home manufacturers. He claimed it was the only way to build up our own country and give work to the unemployed. John Garvey of Garvey & Sons, said his firm did not sell co-operative stores or consumers, as also did Edwin Smith, of T. B. Escott & Co.

Harry Ranahan, Gordon Drake and President Adam Palmer declared that some of the wholesalers were doing it indirectly. It was also claimed that one of the wholesale houses was buying biscuits from a certain Ontario manufacturer for a certain retail house in London, the object being to get a jobber's price on the goods.

The huckster and pedlar by-law was also discussed. The president and his officers were instructed to have the huckster by-law enforced to the very letter, to show no mercy to anyone, also to see that tea pedlars, fruit and vegetable pedlars, etc., were paying the thirty-dollar fee for 1914. It is the intention of the president to have another smoker at the next regular meeting and to invite some of the wholesale merchants to talk on interesting topics.



One can easily get the name of being a quitter, but you cannot so easily get rid of it. Instead of seeing how many new plans you can develop, see how many old ones you can finish up.

If you have a clerk who shows an unmistaken preference for the customers who wear fine clothes, convince him that the best dressers are not always the best buyers, or let him go.

Work of an English Grocery Apprentice in 1885

Diary of One Who Set Down the Duties He Was Called Upon to Perform During the Initial Week of Apprenticeship — His Worries with the Sugar Barrel and in Tea Blending Room.

AN English grocer's diary of a week in 1885, when he was first apprenticed, recently appeared in the Grocer, of London, Eng. As this will appeal to many Old Country grocers who have been "through the mill," Canadian Grocer herewith reproduces the week's diary:

Monday.

My indentures of apprenticeship to the grocery and provision trade were signed by father and Mr. Tewson and myself last month (the year being 1885), and to-day I arrive, about 12 o'clock, upon the scene of my labors for the next three years. Father thought it would be better to begin my life right away from home, to make me feel, as he said, more dependent upon myself, and develop the "man" in me. I reached the shop after three hours' not furious travel in the carrier's one-horse wagon. My heavy wooden box having been safely deposited in the warehouse, my new master took me in hand, introducing me to the staff as the "new apprentice"; then going in to dinner with him, I was introduced to Mrs. Tewson, who was awaiting us in the dining-room.

This was a pleasant room, though containing few ornaments of any kind, and was furnished with substantial, nice-looking furniture. During dinner my master talked a great deal about the business, which I could see he liked. He said it was a fine trade for a strong, healthy boy, because there was so much to learn and understand in it, and many great men in the history of England had risen from the grocery trade, because it was a business that opened and exercised the mind so much.

For the rest of this first day I was allowed to roam about the premises and find out things for myself, without having any regular tasks to do. During supper, after the shop was closed, my master gave me instructions as to what was expected of me the next day.

Tuesday.

This is how the day began and proceeded:—Rise at 7.30 and be in the shop by 8 o'clock punctually. Help the boy to take down the shutters, water the floor of the shop, and sweep behind the counters—two long ones—while the boy swept the other parts.

The floor being all swept, I was shown by the first assistant how to put clean sawdust on the floor, behind the counters; I could see there was only one right way to do this simple job. I began carefully to sprinkle all the sides and corners, but the assistant told me that was wrong, it would get into those places well enough during the day's work, and that I was simply to put sufficient, but not in "heaps," down the middle of the gangway to walk on, to keep the floor from getting sticky and dirty.

This being done, I went to my bedroom to wash, brush my hair and put on clean collar and necktie and go into breakfast, when I was due to be in the shop by 9-15 till dinner-time at 1 o'clock. Very soon I found my next job was sugar chopping.

This was jolly; things were getting indeed exciting. How often had I seen with admiration (and secret longing) the assistant on the box chopping the long lump of lovely sparkling sugar with perfect ease into regular square pieces, and thought how clever! And to-day I was to do this wonderful thing. The second assistant took me in hand now, because, he said, whilst he was teaching me, I was to do the sugar chopping to give him more time to help at the counter.

And he began by chopping, with myself looking on, a whole "sugar loaf," a Say's loaf he called it, which he did in fifteen minutes, saying that when I could chop a "Say's" into even regular pieces in fifteen minutes I might consider myself ready for the "next job." My turn came, I took off the blue paper, folded it carefully into four, putting it on to a pile of similar paper, which was used to wrap up bath-bricks, hearth-stones, dips, and other rough things.

Well, I began the chopping, first cutting off the pointed top, the swing of the handle of the chopper was just fine, but it was more difficult to cut the sugar into anything like suitable sized square pieces than I had imagined. I struggled on, and at the end of one hour and twenty-five minutes I had managed to make that "Say's" into pieces, but they were not quite the right size or shape; the assistant said, when he examined my work they wanted sorting over, the larger pieces picking out and re-chopping and then "my" lot would mix off with the stock he had chopped. I should "learn with practice." Anyhow, I had worked hard with that "Say's" loaf, and my hands felt as though I had put them into a dish of treacle and my lips tasted sweeter than I had ever before found them. However, I kept up my practice the whole of the afternoon till tea-time, and had destroyed four "loaves" as a result of the day's work, but the last one certainly was better managed, and I felt quite proud and very glad that I had decided to be a grocer. After tea I spent the time in thoroughly sweeping and making quite tidy the sugar block and bringing odd things from the cellar and warehouse till closing time.

At supper time my master talked about the work, saying he was glad I seemed to get on with the sugar chopping, and would presently be quite an expert "sugar chopper," which I then and there told myself (nobody else) I would. He said he would take me himself to-morrow and teach me the greatest thing, most important part of a grocer's business, the art of blending tea. Again I was glad I had wanted to be a grocer.

"LEST WE FORGET."

We need to be reminded quite as much as to be informed. Memory has been jocularly described as "the thing we forget with." Out of sight is apt to be out of mind.

An advertiser who relies on the memory of the public leans on a broken reed. The absence of its advertising from the newspapers has been the beginning of the end for many a firm. "The present suitor hath ever the advantage over the absent lover."

A business that has achieved its magnitude or strength as the result of faithful advertising plays itself false if it suspends or ceases its advertising, on the grounds of economy. It is poor business vision which fails to see the principal feeder of business, and fatal judgment which cuts it off or interrupts its flow. Economies may be warranted, but they had better be effected in any other department than in the sales department—the department of revenue. Any course which shoves your customer back from you or hides you from your customer is ruinous. The man with the money needs to be constantly sought. Advertising is the great discoverer of new customers, the great retainer of old ones.

If you forget the public, the public will forget you.

I went to bed at ten o'clock, and being very tired, was soon asleep, and in my dreams a great crowd of animated "Say's" loaves were making faces at me, making my lips sweet.

Wednesday.

The next day came, and I did "the usual"—help to open and sweep the shop. After breakfast my master took me with him into rooms at the back part of the premises stocked with packages of tea. Here I helped in his fortnightly tea blending.

I helped him run tea through a large sieve (this made my hands very sore), then put quantities, which he weighed carefully from five or six different packages, into a large round tray standing on three low boxes on the floor. Then I had to keep shovelling this up with a wooden shovel, walking all round the tray so that the different teas got quite mixed. After I had been at this work for more than half an hour, he took the shovel from me and stirred the tea up thoroughly several times; then it was shovelled into the chests and carefully covered, because, he told me, tea after blending was always better if kept for a week or so. He also told me the reason for mixing a lot of teas together was because it was difficult to find a tea having all good qualities in itself, and that it was most difficult to buy the same kind of tea every time; that the customers liked the tea to be always the same, and that by blending various kinds of tea it was possible to give the same flavored tea always, and beside, it enabled the grocer to give his customers a particular and special kind of tea, so that they would not like any other tea, and this was a great thing, because a good tea-grocer could make his tea earn a good profit. This tea lesson was a good one, lasting till closing time, and when it was finished I noticed that my nose and my throat were filled with black tea dust.

Thursday.

After breakfast I had to spend the day in the warehouse, with the warehouseman, digging, with a small garden fork, currants out of a tub and sifting them in a sieve, rubbing them round and round and shaking them, then picking the stalks out that came to the top. I could not do the rubbing very well (the tea business had made my hands so sore), so the man did most of the rubbing and I did the digging and "picking." Then we had to do some out of a large box (the case, it was called). These were not as bad as the cask lot.

Then there were raisins to get ready for the drawers for the Friday and Saturday orders. These we put into a long sack after taking them out of a box the same shape as the currant case, only not as big; this is called trouncing; the man caught hold of one end, and I was at the other, and we had to pull and shake. It was very awkward. Once I let go of my end, and most of the raisins went flying over the floor, so they had to be picked up, sawdust and all, and washed. Then, again, somehow I got knocked over and went rolling on the floor myself. Of course, I wasn't picked up, I had to pick myself up and go without the washing. But it was all fine fun, and I liked it, only in the morning I wondered why my back ached and my right arm felt stiff and heavy. I had no dreams that night, I was too tired.

Friday.

When I got down to help to open the shop there was a great cask standing just inside the back gates, and after breakfast this had to be opened, and I had to help in digging out the light brown, but very lumpy sugar, with my friend, the currant fork, and to carry the sugar into two large wooden bins in the warehouse. Directly the cask was empty the lid was fixed on again and a man came and rolled it away. He said he had been waiting for it over a week. The rest of this day was spent in helping the man to grind it with two other kinds in a hand mill. It was very hard work turning the handle; sometimes I had almost to jump on the handle to make it go round.

We mixed two other sorts of sugar with it in different quantities, so that we really made three different kinds or qualities of sugar. The next morning my back and both arms this time were worse than ever.

Saturday.

After the usual work and breakfast there was no hard work, only a lot of running about into the warehouse and cellar, helping to get up orders till tea-time. After tea, I just watched the other assistants serve the customers, fetching things for them, and between times the first assistant showed me how to cut up white paper into pieces for one ounce of tea or pepper and such things, and to cut up the blue sugar paper into pieces for ¼ lb., ½ lb., and 1 lb.

At ten o'clock the shop was closed, the things were covered up and the floor swept clean. Then we all had supper together and I went to bed.

Sunday.

We had breakfast at 9 o'clock. I went to church twice, had a walk in the afternoon, supper together at 9 o'clock, the whole house being closed at 10.30.

ONE WHO KNOWS.

NEW PRICES ON CORN AND TOMATOES.

Just as Canadian Grocer was going to press prices on tomatoes and corn were given out by the Dominion Canners of Hamilton. Tomatoes, 3's, Group B, have opened at 97½ cents per dozen, which is the same as the prevailing quotations of a year ago, but much less than the opening price (which was $1.12½) quotations of a year ago, and 2½ cents per dozen less than the price that has been existing.

Canned corn, 2's, for Group B, have opened at 92½ cents which is 2½ cents per dozen less than the price just prior to the new quotations.

New prices have not yet been issued but it is likely they will be higher. Pears will probably be same as year ago.

REASONS FOR HIGHER SALMON PRICES.

Canned salmon prices have been announced, and they are naturally higher than the quotations of a year ago. This was to be expected, because last year was the year of the big run. In view of the fact that a Winnipeg daily paper has attacked the canners on the Pacific Coast, charging that prices are too high, Canadian Grocer interviewed Robert Henry, a man in close touch with the situation. Mr. Henry is general sales agent for the British Columbia Packers' Association of Vancouver, and is in Toronto at the present time after a trip to the Maritime Provinces. He claimed there was no foundation for the charge made.

"The pack last year," he said, "was very heavy, being the big fourth year, the pack of best sockeye on the Fraser and Puget Sound being 2,300,000 cases, as compared with this year's pack, 475,000 cases. The fishermen were paid last year on the average 18 cents for the raw sockeye salmon; this year, with a short run, the fishermen received during most of the season 35 cents each, and during the last few days of the run 40 cents. This alone represents an increase in cost of packing of over $2.25 per case this year compared with last year.

"The prices made on canned salmon this year are as low as could be made, and higher prices could have been obtained from London and Liverpool than were obtained from the Canadian home trade. The prices for salmon will compare favorably with relative values, and increase in meats, sugar, butter, cheese and wheat.

"The Pacific Coast canners have to guard the interests of their shareholders just the same as other large corporations have to do. The prices secured by the Canadian packers are lower than the prices obtained in the United States, and we do not find any fault-finding there.

American Railroads Reduce Rates Also

Lower Freight Charges as Ordered by the Dominion Railway Commission Will Apply to Shipments From Minneapolis to All Canadian Points West of Fort William Over the Soo and Great Northern Lines—New Schedule Effective October 1st. — Three Points Got Benefit September 1st.

The decision of the Dominion Railway Commission in regard to Western freight rates, which resulted in lower transportation charges to all points west of Fort William under the new rate schedules which went into effect on the 1st of September, had an influence which extended outside of the boundaries of Canada.

Coincident with the putting into force of the reduced rates in Canada there were also reductions made in the rates on the Minneapolis, St. Paul and Sault Ste. Marie and the Great Northern railways between Minneapolis and several Canadian points in Manitoba. This has been followed by the issuance of a new schedule for rates between Minneapolis and all points in the Canadian West.

The lower tariffs of the American roads are not due to any direct influence of the report of the Dominion ailway Commission but to the fact that railways compete for business and unless like reductions were made in the carrying charges on the other side of the line there would be many consignments which would take the all-Canadian route rather than through by Chicago.

In the past the charges between Minneapolis and Western points had been covered by the same classification and were on the same basis as between Port Arthur and the same points. The readjustment, therefore, was comparatively simple from the fact that in practically every case the new rates on this side of the line were adopted. However, the indications are that the American roads were not fully prepared for the change for the lower rates only went into effect for three points on the 1st of September —Winipeg, Portage La Prairie and Brandon. On the 1st of October the reduction wil be made general.

Herewith is printed a table showing the new and the old rates to several of the important points in the west from which a general idea can be gained of the reductions made. The first three tables are the same as issued for the 1st of September, the others are for October 1st when the general readjustment goes into force.

It will be noted that the principle benefit comes to the mountain towns. It will also be noted that the reduction in favor of Regina is comparatively large alongside of other prairie cities. The reason for this would appear to be that the American roads did not make the previous reductions in favor of the capital city of Saskatchewan, as the Canadian systems were compelled to do under the decision of the Railway Commission in the Regina freight rates case.

So far as the coast cities are concerned the changes are more difficult to explain. There had been to these points special rates on commodities which have now been changed to class rates, the result being a slight increase on the first-class freight and material reductions on all of the other classes. These changes will likewise apply to freight coming through the United States.

This clause of the finding of the Railway Commission was the least understood of all the report and covers so many changes that even yet the full benefit has not been taken of it by some shippers.

THE OLD AND THE NEW RATES.

MINNEAPOLIS TO WINNIPEG.

Class	1	2	3	4	5	6	7	8	10
Old rate	86	72	57	42	38	34	25	24	20
New rate	85	71	56	42	38	32	24	24	19

MINNEAPOLIS TO PORTAGE LA PRAIRIE.

Class	1	2	3	4	5	6	7	8	10
Old rate	99	82	65	49	44	36	27	26	22
New rate	96	80	64	48	43	36	26	27	21

MINNEAPOLIS TO BRANDON.

Class	1	2	3	4	5	6	7	8	10
Old rate	111	93	74	56	50	42	31	29	25
New rate	110	92	73	55	50	42	30	30	25

MINNEAPOLIS TO REGINA.

Class	1	2	3	4	5	6	7	8	10
Old rate	162	136	107	81	72	63	45	41	37
New Rate	154	129	103	77	69	60	43	41	36

MINNEAPOLIS TO CALGARY.

Class	1	2	3	4	5	6	7	8	10
Old rate	224	186	149	112	102	90	63	59	52
New rate	221	185	147	110	99	88	63	55	52

MINNEAPOLIS TO NELSON.

Class	1	2	3	4	5	6	7	8	10
Old rate	303	253	202	152	140	125	89	91	73
New rate	251	209	167	126	115	104	74	61	61

Above chart shows at a glance declines in freight rates between Minneapolis and Western Canadian cities.

MUST WATCH MATCHES CLOSELY.

A Lowell dealer, says the New England Grocer and Tradesman, has been haled into court on the complaint of a state official because he failed to keep his stock of matches in a fireproof container. Possibly all storekeepers do not know it, but there is on the statute books of this Commonwealth a law requiring them to do this. A reason for the sudden zeal in enforcing the law, which to a great extent has been ignored, is the recent unusual number of fires which has been laid to "rats and matches." Presumably this is often an excuse which answers as a substitute for a confession of ignorance, but it has been made often enough to attract attention. The prosecution of the Lowell man ought to attract sufficient attention to inspire others to observe the law, in advance of any official visit. As an exhibition of sense, all grocers ought to make the metal container for matches an indispensable part of their store equipment.

The Retail Dealer and His Trade Paper

Part That it Plays in the Buying of the Merchant, as Shown by Special Investigations—Its Influence Found to be Widespread —An Auxiliary to the Visit of the Salesman.

By George L. Louis in "Judicious Advertising."

There is no other factor in selling that has greater possibilities than the trade journal. Here we have quality in circulation in its very highest form; here waste circulation is practically unknown. I personally do not know of any other merchandising medium that can be used so economically and effectively, and that is read more earnestly and thoughtfully. But notwithstanding that the powerful influence of the trade press has been, and is continually being, demonstrated, I know of no other selling medium that is so neglected and so abused. In this discussion, I am referring particularly to those trade publications which circulate among the retailers. I have used and closely studied the retail trade press, representing almost every industry, for the past 14 years. And I have gathered some rather interesting and fairly authentic data, during that period.

I have had the opportunity of getting very definite information from both the manufacturer's and the retailer's viewpoint. I have been able to test the selling value of trade papers under a wide variety of conditions with every possible calibre of copy, and for many distinct lines of business. Besides, I have had the opportunity to observe and learn directly from retailers just what they thought of the trade press and just how far it influenced their buying actions. During my four years' dealer analysis, in which time I visited merchants in every state, I noted very carefully the attitude of each toward his trade paper. Among the statistics I gathered on this journey, I have this: Eighty-five per cent. subscribed for at least one publication; of this number, 60 per cent. received two, and 15 per cent. three or more. This applies to dry goods, clothing, shoes, hardware, grocery, jewelry, drug, candy, stationery, paint and general stores. Upon questioning the proprietors of these stores, I was surprised to find what an important buying factor the trade journal had become to them.

Depends on Trade Journals.

"I don't know how I'd buy without it," a dry goods merchant in a Pennsylvania town told me. "When a salesman calls on me, I'm in a pretty good position to judge values and styles, for I have read from week to week just what is going on. I know from the editorials and advertisements in my trade paper what is new and popular and what isn't selling any more. Before I read the trade papers, they could sell me any old thing. But it is different now; I keep in touch with things."

I was also impressed with the long life of the trade journals. The greater majority of the merchants whom I visited, showed me issues that they were saving for reference. Some only kept numbers of two or three or four weeks back. Others from six months to a year. They were not shelved in out of way places, either. They were all to be found convenient of access, and when I glanced over these old numbers, I found that they were indeed well thumbed.

Evidence of Influence.

I tried to ascertain by the closest questioning just how far the trade press directly influenced retail buying. It is very evident from my observations and interviews that the advertiser who constantly tells about his wares in trade papers has a far better opportunity of interesting and selling the retailer than competitors who do not so advertise.

I was in a jewelry store in a small Ohio town when a salesman came in. When he handed his card to the proprietor, with whom I had been conversing, the latter exclaimed in a most friendly way, "Oh, yes! How are you? Let's go back to my office." Later I was informed that this had been the first visit of that salesman and that he received a very nice order. "But you've bought from that house before?" I asked, when told that this was the salesman's first call. "No; first time I've done business with them," he answered. When I asked the merchant for an explanation of the warm greeting extended to the salesman, he said, "Oh, I know the house well. They have a full page advertisement in the ————, right along."

I recall another instance where I questioned a woman's clothing retailer in an Illinois town why he had answered one of two letters soliciting his business and thrown the other into his waste basket. The two letters were from different manufacturers and seemed to have presented their respective selling arguments with equal force. "I know these people (referring to the concern whose letter he had answered) and I'm going to let them show me their line. I don't know much about the other house." His knowledge of and confidence in the manufacturer, to whom he wrote, was based solely upon the fact that he was familiar with their advertising in the trade paper he read. When pinned down for a definite answer, he acknowledged this. Incidentally, have since found out that this clothier is now a mighty good customer of this manufacturer whose letter he answered.

Such Incidents the Rule.

These illustrations of the direct buying influence of the trade press were not exceptional. Evidence of this nature was apparent in the greater number of my visits and interviews. One paint dealer told me he bought only from the concerns that advertised in the trade papers he read. Asked to explain his reason for this, he said: "The fellows who have really got something to sell and aren't afraid to let us know about it, are the ones I've got respect for and confidence in. I'm always a little suspicious of the ones who hide their light under a bushel."

Talk to the Dealer.

It will surprise the average trade paper advertiser to find how quickly the retailer will respond if the right appeal is made to him. The copy one finds in these publications is either of the most general nature without pretense of selling effort, or it talks at the retailer instead of to him. You all know the copy of the first kind; it's the "We-make-fine-goods-come-and-buy" stuff. It has about as much effect upon the retailer as a dummy salesman that was worked by some interior mechanism. The second type of copy is more prevalent. Although it is a vast improvement over the other, it approaches the retailer in the wrong way. When you tell the retailer why the consumer likes and buys your goods, you are talking at him. To talk directly to the retailer, you must center your copy around his selling conditions. Sales and profits are what influence him to stock up goods. To tell him why the consumer will buy from him is an indirect, ineffective approach. That your goods fit perfectly or wear well, or are fashionable, or whatever their advantages may be, is all highly interesting to the retailer, but what he wants to know is why he should buy them.

CURRENT NEWS OF THE WEEK

Quebec and Maritime Provinces.

J. J. McCloskey, for a number of years a retail grocer in St. John, N.B., passed away last week.

"The Rainbow" is the name of a general store registered in East Angus, Que., in the name of Henry A. Beaudoin.

The grocery store of J. A. Davidson, Summerside, P.E.I., was badly damaged by fire recently. It was partly covered by insurance.

The St. Lawrence Sugar Refineries, Montreal, have awarded the contract for the construction of their new $70,000 building at Maissoneuve, to Anglins, Ltd. This is to be used for storage purposes.

A large number of the merchants of Sherbrooke, Que., have intimated through the press that they do not intend to advance prices except where they have been forced to do so by advances made in the wholesale prices to them

Among the travelers in Montreal to volunteer for service is Wm. Lothian, late of Rose & Laflamme, who is now with the 5th Royal Highlanders, and R. A. Low, late of H. J. Heinz Co. (Western Ont. representative) who is a member of Corps of Guides, 4th Division.

Ontario.

W. Farmer, an Ottawa, Ont., grocer, passed away last week.

J. W. Showler, grocer, London, Ont., has sold to W. J. Scott.

W. R. Cowan, grocer, Toronto, has sold to McDonald & McCann.

Dawson Bros., grocers, Peterborough, Ont., have sold to E. Puttick.

F. O. Banting, grocer, Toronto, has sold to The Householders Co-operative Stores, Ltd.

Mr. Whaley has bought the grocery store from R. B. Gill, Queen street west, St. Marys, Ont.

Moore & Grey, grocers of St. Marys, Ont., have dissolved partnership. Mr. Moore will continue under the name of J. C. Moore.

Fire did some damage to the Lea Pickle Co.'s factory in Simcoe, Ont., recently. The fire started in an adjoining building. The loss was not large.

Among the latest stores opened in Toronto are the following: B. S. Smith, St. Clair avenue, and C. A. Sanders, 55 Bird avenue. C. Watson will open on Queen East about the first of October.

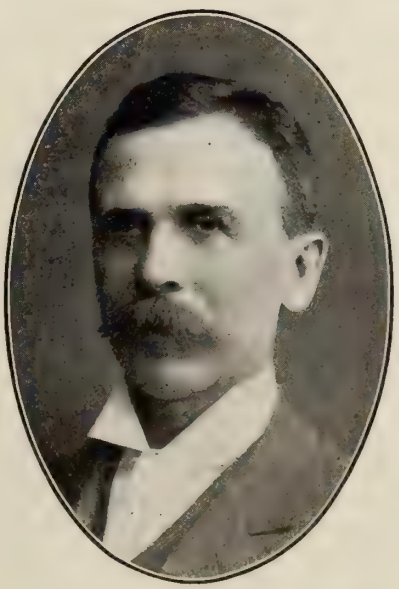
Patriotic Day in Orillia, Ont., was a big event, the farmers from the surrounding country coming in large numbers. Nearly all the merchants gave 10 per cent. of their sales to the Patriotic Fund.

This month ends the Wednesday half holiday in London, Ont., as agreed on by all grocers, although a few say they are going to continue the half holiday all the year round.

Jas. Whimster, a merchant of Aurora, Ont., and his wife are prisoners of war in Berlin, Germany, and are likely to remain there until the close of the war.

Th. de Schryver, of Auckland, New Zealand, has been in Toronto in consultation with the Manufacturers' Association respecting more Canadian trade with that country. Now that imports into New Zealand from Germany are cut off, an effort will be made to purchase some of these goods in Canada.

C. W. Hoskin, grocer, had a very disastrous fire in his store at 56 and 58 Dundas street west, London, Ont., last week at 11 o'clock at night. The origin of the fire is a mystery, as it was a half-holiday. The loss is estimated at $1,100. The amount of insurance will fully cover the loss. This was formerly John Diprose's West End branch store.



THE LATE JAS. W. LAMOREAUX,
Hamilton, Ont.,
Whose death was announced in last week's issue. He was President of Tuckett, Limited.

Western Canada.

D. R. Parsons, general merchant, Palmer, Sask., is succeeded by G. T. Yeates.

A new grocery store has been opened in Nanton, Alta., on Railway avenue, by Mr. Fish.

Wright Bros., Prince Albert, Sask., have disposed of their general store to Mr. Malstad.

Stock of the Curry Grocery Co. of Moose Jaw, Sask., has been sold to the Moose Jaw Trading Co.

S. Witton, general merchant, Murrayville, B.C., has sold the Langley Prairie branch to A. C. McNabb.

The stock of the estate of A. G. Parker, general merchant, Hafford, Sask., has been sold to B. Allman.

The Simington Company , wholesale grocers, Calgary, Alta., are preparing for the erection of a warehouse.

C. Arden, district organizer, addressed the retail merchants of Weyburn, Sask., recently on the aims and accomplishments of Provincial and Dominion Boards of the Retail Merchants' Association.

George E. Measam opened on the 1st of October a grocery brokerage business in Edmonton, Alta. Mr. Measam has been connected with the wholesale grocery business in Western Canada for the past twelve years.

A statement was made at a recent meeting of the Retail Merchants' Association in Weyburn, Sask., that during the past summer the merchants of Saskatoon saved $1,500 by carefully checking up freight bills to see principally that freight was properly classified.

In view of the complaints made by a number of proprietors of stores in Victoria, B.C., especially those in the outlying sections of the city, the City Council has decided that for the time being at least the provisions of the new Early Closing By-law, so far as the 6 o'clock hour is concerned, shall not be enforced. As to the 9.30 o'clock closing hour on Saturday night and on nights preceding public holidays, the by-law will be enforced.

Tea Advances Again; Higher Sugar Predicted

Supplies From Calcutta Are Cut off; Embargo May be Put on Again—Refiners Having Trouble to Get Raw Sugar and Market is Getting Firmer — Difficulties in Financing Dried Fruit Shipments.

Publication Office, Toronto, Oct. 1, 1914.

BUSINESS is generally quiet in the cities and towns but fair at country points. This is the natural reaction after the overwhelming war demand of a few weeks ago. The amount of goods which went to the trade and to the consumers indicates to the wholesalers that close buying on the part of the retailer is now the wise policy and they are generally encouraging the hand-to-mouth policy. However, the fact that there is still a demand for sugar above the output of the refiners is an indication that there is yet considerable buying of staple lines.

Higher prices for sugar appear to be almost a certainty of the near future. The situation has strengthened to some extent in New York where there have been offers made at one sixteenth above the market without bringing takers from cover. In Canada demand is still above output and refiners are paying high prices for raw—so high that they are not materially under the quotations for refined and this cannot continue. The clearing of the war situation would undoubtedly cause a reaction, but this cannot be looked for.

The situation as regards foreign goods, particularly Turkish goods, such as figs and Sultana raisins, has become very complicated during the week and no one can much more than guess as to the developments. The high exchange, the war risks, the increased freight rates and the difficulty of securing transportation were bad enough in themselves, but the financing problem now takes first rank. Advices from Smyrna indicate that the money difficulties are becoming more far-reaching all the time. Turkey, still in a neutral state, has declared a moratorium, and is financially in a state of demoralization. Packers report that they cannot even get money with which to get the goods on board ship, and when this is done it is only after importers have placed credits on call at London. The same conditions to less extent apply to Spain and other countries from which Canada imports. Under these conditions it may be that higher prices will be charged for what goods do come out of the country in an endeavor to counteract the loss for what may go to waste.

Tea has reacted during the week, good grades being up about a penny at London. Nothing is coming forward from Calcutta, and if this condition continues, the embargo is almost certain to be imposed again. Coffees are higher with the exception of Brazils.

The flour situation is dull. Domestic demand has fallen off and prices for winter wheat product have receded somewhat, quotations being much in the hands of individual millers. Strength for Manitoba is maintained on account of the foreign situation and mills are working to capacity. However, there is a chance that Canadian millers may have to reduce prices to compete with American offers when they have completed the Government order and have to give their attention to the export market. Rolled oats have declined under the influence of the lower prices of the October option, and rolled wheat is also easier.

The shipment of three carloads of butter from the Western prairies to Montreal, which marks an evolution in the Canadian produce trade, is only one of the unsettling factors in this market. The influence of this shipment at a time when export business was tied up on account of difficulty with boats had the temporary effect of knocking two cents off the top of the market. Outside influences indicate an easier market for eggs, but there has been a shortage of fresh stock which had effect of raising the high figures a cent and other departments firmed in sympathy. Fall packing will be general next week.

Despite interruptions to cheese exports, price has advanced again and is in the highest position for some years. Domestic demand for meats is weak and hogs have declined. Lard is somewhat cheaper. Foreign demand is holding the market together.

Markets in Brief

QUEBEC MARKETS.

FRUITS AND VEGETABLES—
Lettuce scarce and price up.
Cauliflowers are good buy now.
Spanish onions much cheaper.
Niagara pears plentiful.
Grapes selling freely at 19c.

PRODUCE AND PROVISIONS—
Lower poultry prices a certainty.
Lard market easing up.
Butter market weaker.
Cheap comb honey arriving.

FISH AND OYSTERS—
Mackerel and salmon prices down.
Lobsters getting scarcer.

FLOUR AND FEED—
Change in rolled wheat anticipated.
Manitoba wheat flour unchanged.
Winter wheat flour prices down.
Good demand for feeds.

GENERAL GROCERIES—
Raisins ¼c higher.
Other dried fruits unchanged.
Spices advancing further.

ONTARIO MARKETS.

PRODUCE AND PROVISIONS—
Meats are weak and hogs easier.
Fresh eggs are higher.
Good butter cheaper.
Cheese remains very firm.

FRUITS AND VEGETABLES—
Demand weak; preserving over.
Canadian peaches done.
Grapes and fall fruits plentiful.
Potatoes cheaper.
Citrons, pumpkins and squash offered.

FLOUR AND CEREALS—
Business is very dull in flour.
Rolled oats and wheat cheaper.
Mill feeds weak at same prices.

FISH AND OYSTERS—
Weather unfavorable for demand.
Oysters not selling well.
Lobsters scarce and dearer.

GENERAL GROCERIES—
Higher prices for sugar predicted.
Tea has advanced; supplies cut off.
Difficulty in financing fruit shipments.
Farmers holding beans for $2.50.
Macaroni has advanced 1c lb.

QUEBEC MARKETS.

Montreal, Oct. 1.—Business is quiet. Things are expected to improve in a week or two. Business in the country generally is good, but cities are inclined to be quiet. Collections are fair in the country, but not so good in the cities. Wholesalers, however, state they have little to complain about.

Price changes are almost negligible, which dictate that things are settling down, and are resuming their normal state. An easy feeling is noticed in several markets. All lines of produce are

quiet, and lard has been easing off for several days. Prices ¼c less than those in this issue for lard were being quoted on going to press. New Quebec comb honey is now on market at a price 2c less than former prices. Prices of winter wheat flour show a weaker tendency, and a change in rolled oats is anticipated every day. Lower prices of rice are expected.

Sugar prices are unchanged, and it is difficult to say how the market will be during the next week. A local refinery which purchased raw in the West Indies some time ago was informed that exportation to any point except Great Britain was prohibited. Pressure resulted in shipments being sent to any British possession, but these have not yet arrived here.

Developments in the wheat market are being watched with interest. Ontario wheat, which sold fourteen days ago for $1.30 a bushel, is now being bought for $1.10 to $1.15. Dealers are not inclined to buy winter wheat flour, as they are loaded up, and waiting for the market to go lower. Lower prices are expected.

Since the war begun there have been many rumors to the effect that there were scarcities of canned meats, pork and beans, etc., which no doubt were due to the withdrawal for a time of some of the prices of manufacturers. Wm. Clark, Limited, local manufacturers, state that there is no truth in these reports.

SUGAR.—Prices remain same as last week. Raw, after dropping from $7.25 to $6.25, rose again to $6.50, and has remained there since. It is expected to rise further. Recent weakness in New York is due to a report that there are big stocks of beet sugar in Germany. It is reported to be selling cheap, but difficulty is experienced in getting it out. A sudden termination of the war, or an indication of a termination, would probably cause a slump. At present the market is without any features. While purchases in other lines ave been curtailed, due to overloading, the same does not apply to sugar. Usually the demand drops flat when the market in New York becomes weak, but in this case somebody is continuing to buy. Refiners here are still behind with their orders.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	6 25
20 lb. bags	6 35
2 and 5-lb. cartons	6 55
Second grade, in 100 lb. bags	6 20
Yellow Sugars—	
No. 3	6 10
No. 2	6 30
No. 1	5 85
Extra Ground Sugars—	
Barrels	6 65
50 lb. boxes	6 85
20 lb. boxes	7 05
Powdered Sugars—	
Barrels	6 45
50 lb. boxes	6 65
25 lb. boxes	6 85
Paris Lumps—	
100 lb. boxes	7 00
50 lb. boxes	7 10
25 lb. boxes	7 30
Crystal Diamonds—	
Barrels	6 90
100 lb. boxes	7 00
50 lb. boxes	7 10
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

DRIED FRUITS.—Raisins are ¼c higher than last week, and practically no change on any other lines. No old crop raisins are left to speak about, and it is anticipated that the quantity will be smaller than was expected. Any change in price is expected to be upward. Opening prices this year on seedless are considerably higher than last, owing to shorter crop, but on other lines they are not much higher than a year ago. Apricots are much cheaper this year. While in some quarters it is stated that sailings of ships from Spain have been canceled, it is insisted equally emphatically by importers of European fruits that supplies are coming through.

EVAPORATED FRUITS.	Per lb.	
Apples, 50-lb. boxes	0 08½	0 10
Nectarines, choice	....	0 11
Peaches, choice	0 09	0 09½
Pears, choice	0 14	0 15
Apricots	0 16	0 20
DRIED FRUITS.		
Candied Peels—		
Citron	....	0 18
Lemon	....	0 12
Orange	....	0 13
Currants—		
Amalias, loose	0 07	0 11
Amalias, 1-lb. pkgs.	0 08½	0 12½
Filiatras, fine, loose, new	....	0 07½
Filiatras, packages, new	....	0 09
Dates—		
Dromedary, package stock, per pkg..	0 10	0 13½
Fards, choicest	0 11	0 14½
Hallowee, loose	0 05½	0 08
Hallowee, 1-lb. pkgs.	0 07½	0 09½
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 12½	0 13
50 to 60, in 25-lb. boxes, faced	0 11½	0 12
70 to 80, in 25-lb. boxes, faced	0 10	0 10½
80 to 90, in 25-lb. boxes, faced	....	0 09½
95 to 180, in 25-lb. boxes, faced	0 06	0 06½
60 to 70, in 25-lb. boxes, faced	0 10½	0 11
Raisins—		
Malaga table, box of 22 lbs., according to quality	5 00	6 60
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	0 14	0 16
Lower grades Sultana, 1 lb. pkgs.	0 15	0 18
Valencia, new	0 06	0 06½
Seeded, fancy	....	0 10¼
Seeded, choice	....	0 09¼

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

RICE.—The embrago was recently raised to allow contracts to be filled, and the opinion is expressed that the embargo may be resumed some time in October. Stocks are not heavy, and yet it is felt that lower prices can be expected. Tapioca market has advanced a cent during the past two months.

	Per cwt.
Rangoon Rices—	
Rangoon "B"	3 75
"C.C."	3 65
India bright	3 90
Lustre	4 00
Fancy Rices—	Per cwt.
Polished	5 50
Pearl	5 60
Imperial Glace	5 90
Sparkle	6 10
Crystal	6 16
Snow	6 30
Ice drips	6 45
Carolina head	8 10

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

	Per lb.	
Imported Patna—		
Bags, 224 lbs.	0 06½	0 07⅜
Half bags, 112 lbs.	0 06¼	0 06½
Quarter bags, 56 lbs.	0 06⅜	0 06⅝
Velvet head Carolina	0 10	0 11
Sago, brown	0 06	0 06½
Tapioca—		
Pearl, lb.	0 06	0 06½
Seed, lb.	0 06	0 06½

MOLASSES.—Market rests in the hands of the wholesalers, who have good stocks bought at low prices. They should make money this year unless they are tied up with contracts.

Barbadoes Molasses—	Prices for Island of Fancy.	Montreal. Choice.
Puncheons	.38	.36
Barrels	.41	.39
Half barrels	.43	.42

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls..		0 04¼
Pails, 38½ lbs., $1.95; 25 lbs.		1 40
Cases, 2 lb. tins, 2 doz. in case		2 65
Cases, 5 lb. tins, 1 doz. in case		3 00
Cases, 10 lb. tins, ½ doz. in case		2 90
Cases, 20 lb. tins, ¼ doz. in case		2 86
Maple Syrups—		
Pure, per 8½ lb. tin		0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.		1 00
Maple sugar, pure, per lb.	0 10	0 11

COFFEE.—Recently the Indian Prince with a cargo of 34,000 bags of coffee on board was sunk by the Germans. The insurance was raised to 7½ per cent. Sterling exchange is up again. These and other factors make it difficult to say much about the market. Prices in the primary market are lower owing to accumulated stocks on the hands of planters. It is not believed that prices here will be higher. Business here is quiet.

Coffee, Roasted—		
Bogotas	0 30	0 34
Gautemala	0 28	0 32
Jamaica	0 25	0 28
Java	0 34	0 39
Maricaibo	0 24	0 27
Mexican	0 30	0 34
Mocha	0 32	0 36
Rio	0 20	0 23
Santos	0 23	0 26
Chicory, per lb.	0 12	0 15

NUTS.—Some firms here continue to have trouble in connecting with Malaga for the purchase of shelled almonds, although others are getting supplies through with little trouble. Some wholesalers are expected to receive a few shelled walnuts at the end of next month, selling 38 to 40 cents per lb. It is not known for sure yet whether it will be possible to ship these out of France or not. Shelled walnuts are expected about October 25, to sell 38 to 39c, new crop. Spot stocks of nuts are bringing high prices, shelled walnuts being quoted 50c to 52c per lb., and shelled almonds 45c per lb.

Shelled walnuts, per lb.	0 50	0 52
Shelled almonds, 28-lb. boxes, per lb.	....	0 45
Finest filberts	0 15	0 16
Pecans—		
3 crown	0 17	0 18
Large	0 18	0 20
Giants	0 20	0 21
Almonds	0 20	0 21
Walnuts, Grenoble	0 26	0 27
Brazils, new	0 14	0 16
Peanuts, No. 1, 13c; No. 2	....	0 11
Peanuts, No. 3, 9½c; No. 4	....	0 09

SPICES.—Prices generally are high, and are advancing. Supplies from West Indies are hampered by stray German warships. White cloves, peppers, herbs and seeds feel and show these conditions plainly. The outlook is for violent price changes, and abrupt reversals of governing conditions from week to week. The market for peppers is active, with a lively trade demand further eating into the small remaining supply. Supplies on incoming vessels bring premiums, and spot prices will be higher. Supply of cloves is small, and few are on the way.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins, dozen.
Allspice	0 15—0 18	0 60—0 70	0 70—0 80
Cassia	0 22—0 25	0 72—0 90	0 80—0 90
Cayenne pepper	0 30—0 35	1 02—1 15	1 10—1 25
Cloves	0 35—0 40	1 15—1 30	1 25—1 40
Cream tartar—Supply all sold.			

Ginger, Cochin	0 21—0 23	....—....	....—....
Ginger, Jamaica	0 25—0 30	0 90—1 05	0 95—1 10
Mace	0 85—1 10	....—....	....—....
Nutmegs	0 30—0 35	1 02—1 20	1 10—1 25
Pepper, black	0 23—0 25	0 80—0 90	0 90—1 00
Pepper, white	0 31—0 32	1 05—1 10	1 10—1 20
Pastry spice	0 25—0 32	0 85—1 10	0 95—1 15
Pickling spice	0 20—0 25	0 75—0 90	0 80—0 95
Turmeric	0 20—0 22	....—....	....—....

Lower prices for pails, boxes or baliers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	....	0 12
Dutch	....	0 20
Cinnamon, Ceylon, lb.	....	0 60
Mustard seed, bulk	0 18	0 22
Celery seed, bulk	0 35	0 45
Cayenne chillies	0 25	0 30
Shredded cocoanut, in pails	0 20	0 25

DRIED VEGETABLES.—Plenty of 3-lb. picker on the market, but hand-picked are very scarce, and are quoted around $3.70 per bushel. New Canadian peas are reported poor quality, but it is too early to get pessimistic, as all the crop is not in yet. Odd cars are noted here and there of good quality, but the majority are buggy. New crop of beans expected about October 12. Prices of old stock are high, and attempts are being made to clear stocks out.

Beans—		
Hand picked, per bush.	....	3 70
Canadian, white, per bush.	....	3 60
Yellow, per bush.	....	3 85
Yellow eyes, per bush.	....	4 35
Lima, per lb.	....	0 10
Peas, per bushel	....	3 40
Peas, Imperial green, per bush.	....	3 50
Barley, pot, per bag	....	3 50
Barley, pearl	....	5 00

TEAS.—Common blacks are easier in the primary market, and fine teas are firm and hard to get of really good quality. Difficulty still experienced with exchange, the rate for which after materially receding has again advanced, and is still advancing. It is reported that on account of the sinking of ships last week and on Tuesday in Madras harbor, the risk for Calcutta and Ceylon teas will be increased. The demand on spot is slow, owing to the big demand when war was declared. The demand for cheap black Congos is rather bare, and difficulty was experienced in securing supplies for troop ships here last week. The demand for Japans this season has been larger owing principally to there being so little Ceylon greens available. A report last week that no Japan tea would be offered less than 20c was inaccurate, as contracts are now being filled at 15c to 16c, a good quantity of which will be delivered here about the third week in October.

ONTARIO MARKETS

Toronto, Oct. 1.—Business is quiet, particularly in manufacturing centres. The reaction was to be looked for after the feverish war demand, and with heavy stocks going to the consumers, wholesalers are encouraging hand-to-mouth policy for time being. Demand is chiefly for staples, and there is a marked falling off in volume of business in luxuries.

Sugar is firmer, and another advance is predicted for near future. Orders are still above capacity of the refineries. Tea has advanced in London about a penny a pound, and no shipments are coming forward. There is danger of the embargo being put on again if the situation does not clear.

Importers of goods from European countries report increasing difficulties in the financing of shipments in addition to insurance risks, exchange freight, etc.

Shipments of jams from England are not coming freely. It is claimed in some quarters that the embargo has been lifted, but that deliveries are only being made on contract, as there are higher prices prevailing in the Old Land than here.

SUGAR.—There are predictions for higher prices for sugar in near future. For this the scarcity of raw and the high price it commands is sufficient reason. Situation has firmed in New York recently where the bids have been advanced a sixteenth without finding business. In Canada the demand it still above the production of the refineries.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 31
20 lb. bags	6 41
10 lb. bags	6 46
2 and 5 lb. cartons	6 60
Second grade granulated, 100-lb. bags	6 21
Nova Scotia refined, 100-lb. bags	6 60
Extra Ground Sugars—	
Barrels	6 60
50 lb. boxes	5 21
25 lb. boxes	6 41
Powdered Sugars—	
Barrels	6 51
50 lb. boxes	6 71
25 lb. boxes	6 91
Crystal Diamonds—	
Barrels	6 95
100 lb. boxes	6 85
50 lb. boxes	6 95
Paris Lumps—	
100 lb. boxes	6 85
50 lb. boxes	6 95
25 lb. boxes	7 11
Cartons (20 to case)	8 51
Cartons (50 to case)	8 51
Crystal Dominoes, cartons	9 11
Yellow Sugars—	
No. 1	5 41

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

TEA.—The situation which showed some ease a week ago has since taken on material strength. Prices in London for good teas have advanced almost a penny a pound, and the cheaper grades are also firm. A late cable states that competition in the market is exceedingly keen, and that higher prices are likely to prevail for some time. There are no shipments coming forward at the present time, the message states. The depredations of the German cruiser in the Bay of Bengal have had the effect of cutting off shipments from Calcutta and other parts. Unless the situation there is cleared up in the near future, it must be expected that the British Government will take the course of again employing the embargo to maintain stocks in that country. This will create further trouble for Canada, but at the same time the situation is not so bad here, as shipments may come through the United States.

DRIED FRUITS.—Serious difficulty is arising with regard to shipments from Turkey as the result of the declaration of a moratorium there. It is doubtful if there will be any substantial shipments of figs come forward and shippers are now asking that prices be advanced even though sales were made on contract; even then there is no assurance that shipments can be made at the higher figure. Usual ninety-day terms have been discarded and shipments will only be made on cash credits in London. In some cases the conditions are so bad that shippers report that they cannot get funds to get their shipments on board ship and that it looks as though a great portion of the crop would be allowed to deteriorate without being shipped to market. This difficulty also applies to Sultana raisins and to a more or less extent to nuts from Spain. In California fruits there was an advance made last week of an eighth on raisins but this had been expected. Shipments of seedless raisins are light in some cases the bulk consignments not being more than fifty per cent. of the orders.

Apples, evaporated, per lb.	0 08½	0 10
Apricots—		
Standard, 25 lb. boxes	....	0 11¼
Choice, 25 lb. boxes	....	0 11¾
Candied Peels—		
Lemon	0 14	0 16
Orange	0 14	0 16
Citron	0 20	0 22
Currants—		
Filiatras, per lb.	0 09	0 09½
Amalas, choicest, per lb.	....	0 09½
Patras, per lb.	....	0 10
Vostizzas, choice	....	0 11½
Vostizzas, shade dried	0 13	0 13½
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09	0 09½
Fards, choicest, 60-lb. boxes	0 08½	0 09
Package dates	0 07½	0 09
Hallowees	0 06	0 06½
Prunes—		
30-40s, California, 25 lb. boxes	0 13½	0 14½
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12¼
60-70s, 50 lb. boxes	0 10	0 10½
70-80s, 50 lb. boxes	0 09½	0 10
80-90s, 50 lb. boxes	0 09	0 09½
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes ¼c more.		
Peaches—		
Standard, 50-lb. boxes	....	0 05⅞
25-lb. boxes ¼c more.		
Raisins—		
Sultana, choice, new	0 10	0 11
Sultana, fancy, new	0 12	0 14
Valencia	0 09	0 09½
Seeded, fancy, 1 lb. packets	0 09¾	0 09½
Seeded, choice, 1 lb. packets	....	0 10
Seeded, choice, 12 oz.	....	0 08½
Seedless, 16 oz. packets	0 11	0 11½
Seedless, 12 oz. packets	....	0 10

NUTS.—The opinion is expressed in some quarters in the trade that we are going to have very cheap walnuts for this coming Christmas—cheaper than has been known before. Reason advanced for this is that there are many markets which will be cut off, and there should be big supplies coming to Canada. The same condition should apply to shelled walnuts after the first of the year. Against this theory is the difficulty which is being encountered in the marketing of goods in Europe and in financing the payments which may result in a large portion of the stocks not being moved and prices maintained for those which are sent forward on account of the increased exchange, cost of shipping, insurance, freight, etc. Higher prices are now being quoted for Brazils, the usual tendency being for an advance after the shrinkage has taken place on stocks in storage.

	Per lb.	
In shell—		
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 12	0 13
Brazils, large, washed, new	0 14	0 15
Chestnuts, peck	1 75	1 90
Filberts, Sicily, new	0 14	0 15

Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09½	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	....	0 17½
Walnuts, Bordeaux	....	0 18
Walnuts, Marbots	....	0 19
Shelled—		
Almonds	....	0 55
Filberts	....	0 27
Peanuts	[illegible]	[illegible]
Pecans	0 56	0 60
Walnuts	....	0 50

RICE AND TAPIOCA.—While Rangoon maintains the same price position there is a stiffer market for Patnas and Javas. Carolina, on the other hand, is cheaper. The advances are from half a cent to one cent, while the decline on Carolina is about two cents below the former figure.

Rice—		
Rangoon, per lb.	0 04	0 04½
Rangoon, fancy, per lb.	0 04¾	0 05½
Patna, per lb.	0 06½	0 08
[illegible] per lb.	0 06½	0 08
Java, per lb.	0 08	0 08½
Carolina, per lb.	0 09	0 10
Sago—		
Brown, per lb.	0 06	0 06½
White, per lb.	....	0 06
Tapioca—		
Bullet, double goat	....	0 10½
Medium pearl	0 07	0 07½
Seed pearl	0 07	0 07½
Flake	....	0 10½

SYRUPS.—Demand for syrups has improved somewhat, although there is not yet the business which should come with the first real touch of cool weather. Molasses are moving fairly well for the season.

Syrups—	Per case.	
2 lb. tins, 2 doz. in case	....	2 65
5 lb. tins, 1 doz. in case	....	3 00
10 lb. tins, ½ doz. in case	....	2 90
20 lb. tins, ¼ doz. in case	....	2 85
Barrels, per lb.	....	0 03¾
Half barrels, lb.	....	0 04
Quarter barrels, lb.	....	0 04¼
Pails, 38½ lbs. each	....	1 95
Pails, 25 lbs. each	....	1 40
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	0 24	0 26
West Indies, half barrels	0 26	0 28
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 6 to case	4 40	4 80
½ gals., 12 to case	4 70	5 40
¼ gals., 24 to case	4 70	5 40
Pints, 24 to case	2 50	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12½
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 90

BEANS.—Stocks of old supplies are beginning to run low, and although some of the new crop have already been offered, the harvest is just getting well under way. Farmers are reported as not making deliveries, and not inclined to do so until they can get about $2.50 the bushel. And it seems altogether likely that they will get their price, for there is a strong demand at this season when supplies are being purchased for the winter camps.

Beans—	Per bushel.	
Canadian primes	3 25	3 75
Lima, per lb.	....	0 10
Peas, blue, Canadian, per bush.	3 00	3 25
Peas, whole, white, per bush.	3 00	3 25

COFFEE.—Market continues firm, with a fair volume of business. Price changes are generally in an upward direction, and some dealers report that it looks like higher figures for spot stocks. Rios and Santos continue low in price on account of the situation in Brazil, where there is not only the difficulty resulting from handicaps to the export business, but at the same time the finances throughout the country are such that planters are forced to sell at what they can realize.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 32	0 34
Arabian Mocha	0 31	0 34
Guatemala	....	0 32
Bucamanga	0 30	0 32
Mexican	0 30	0 32
Maracaibo	0 28	0 30
Jamaica	0 26	0 28
Santos	0 24	0 26
Rio	0 18	0 22
Chicory	....	0 14

SUICES.—Situation in relation to supplies leads to some further price adjustments in this department. Changes are generally in an upward direction. Business has settled down to usual quietness following pickling season.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	....—0 12	....—0 18
Allspice, whole	....—....	....—0 17
Cassia, whole	....—....	0 21—0 26
Cassia, ground	0 18—0 19	0 21—0 26
Cinnamon, Batavia	....—....	0 36—0 40
Cloves, whole	....—....	0 28—0 33
Cloves, ground	0 21—0 26	0 31—0 35
Cream of tartar	0 25—0 35	....—0 65
Curry powder	....—....	....—0 35
Ginger, Cochin	0 14—0 17	0 20—0 23
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, whole	....—....	0 24—0 27
Ginger, African, ground	....—....	....—0 18
Mace	....—....	0 80—1 05
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....—0 37
Nutmegs, ground, bulk, 45c; 1 lb. tins	....—....	....—0 50
Pastry spice	....—....	0 27—0 30
Peppers, black, ground	0 12—0 16	0 19—0 22
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 19—0 27	0 33—0 37
Peppers, white, whole	....—....	0 31—0 33
Pickling spice	....—....	....—0 17
Turmeric	....—....	0 18—0 20

WOODENWARE.—In the woodenware lines there are a number of articles which are imported from Germany, and for these there is naturally a firmer market, although there has been no marked advance in prices. Practically all of the imported lines are duplicated by domestic goods, although there were certain classes of work in which the Germans excel. The wholesale trade seems quite prepared to face the situation and to dispense with the German lines after the present stocks are exhausted. One wholesaler stated that if after the war there was not a demand for the German lines he would not bother with them again; it was not going to ruin business or anything like that to dispense with them.

BROOMS.—There is practically nothing new in the situation, and the crop outlook is about the same Outlook just now is that present prices will last. Practically all the broom corn used in Canada and the States is grown in the republic, and the small imports, which will be cut off as the result of the war, will not be of sufficient importance to influence the situation.

MACARONI.—The higher prices for flour have finally had their effect on Canadian macaroni. The price for Etoile in packages has been advanced to 8½c, which is an increase of a cent a pound. Macaroni in bulk has been advanced three-quarters of a cent per pound. These increases are fully warranted by the higher prices of the raw materials.

CANNED GOODS.

CANNED GOODS.—The trade has been awaiting the arrival of new prices on corn and tomatoes. Supplies of new tomatoes are coming in, but no new corn, but the latter should be on the market in a few days. The new list of the Dominion Canners is expected at any time, and will be available for next week's issue.

MANITOBA MARKETS.

Winnipeg, Oct. 1.—The market has been a good deal steadier this week in spite of another advance in sugar. It seems that the feeling of near panic which came upon many people following the commencement of war, and which led them to lay in large stocks of food, has now abated. As a result dealers are not being asked to fill these unusually large orders, and they therefore do not feel the necessity of placing unusual orders themselves.

Crops are getting nicely threshed now and grain money is coming in circulation to quite an extent. This has already improved credit conditions.

SUGAR.—As announced last week, the price rose 50c, present quotations for standard granulated being at $6.70. The refineries are still behind with their orders, and while wholesalers are yet receiving only such quantities of sugar as came a week ago, yet conditions are improving each day, since the demand is rapidly falling off. This may mean that the dealers have secured good stocks, or that they have despaired of getting delivery of the large orders which they have been sending in, or else they are themselves meeting smaller demands for their customers. It seems probable now that within the next two weeks the demand for sugar will be on a normal basis, although prices are likely to remain high. There may be still further advances in sugar, but this is very uncertain since the market is extremely erratic, New York refined having made the sensational drop of about $1 per cwt. within the week. This drop undoubtedly came as a result of the cessation of orders from Europe; still, if the war continues, which seems almost certain, there is every chance of the market holding strong, and even of further advances. No changes have come in the price of syrup.

	Per cwt. in sacks.
Sugar, Eastern—	
Extra standard granulated	6 70
Extra ground or icing	7 00
Powdered	7 00
Lumps, hard	7 05
Montreal yellow	6 30
Sugar, Western Ontario—	
Sacks, per 100 lbs.	7 10
Barrels, per cwt.	6 05
Halves, 50 lbs., per cwt.	6 10
Bales, 20 lbs., per cwt.	6 15
Powdered, barrels	6 40
Powdered, 50s	5 75

Powdered, 25s		7 05
Icing, barrels		6 70
Icing, 50s		6 95
Icing, 25s		7 10
Icing, pails		7 00
Cut loaf, barrels		6 80
Cut loaf, 50s		7 05
Cut loaf, 25s		7 30
B. C. Cane Syrups—		
2-lb. tins, 2 doz. to case, per case		3 60
5-lb. tins, 1 doz. to case, per case		4 00
10-lb. tins, ½ doz. to case, per case		3 75
20-lb. tins, 3 tins to case, per case		3 70
(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)		
Molasses—	Per gal.	
Barbadoes		0 53
New Orleans		0 34
Maple Syrups—	Per case.	
Imperial quarts, case, 2 doz.		5 40
Imperial ½ gals., 1 doz.		5 55
New, pure, ½ gal., case		9 00
New, pure, ½ gal., quarts, case 2 doz.		9 70
New, pure, quart bottles, case 2 doz.		9 75

DRIED FRUITS.—Currants are holding steady as last week. Large shipments of package currants are expected to arrive about next week, and the new crop will probably reach this market the 1st of November. Present requirements are being filled from present stocks, which, though low, are ample for present use. Apricots have again declined, owing to more supplies of the new crop coming on the market, and also owing to the difficulty of exporting to Europe. The drop has been ¾c per lb. Winnipeg prices on raisins are easier, but a slight advance may be looked for in the near future as the California Raisin Association has already advanced prices over the opening quotations of last week. This same advance will go into effect in Winnipeg and the Western markets in the near future. Raisin purchases at to-day's prices therefore would seem a good investment.

Apples, evaporated, new, 25s		0 11½
Apricots, choice, 25's		0 13
Apricots, choice, 10's		0 14½
Apricots, standard, 25's		0 12¼
Currants—		
Dry clean		0 10
Washed		0 10½
1 lb. package		0 12
2 lb. package		0 23¾
Vostizzas, 1 lb.		0 12½
Dates—		
Hallowi, loose, per lb.		0 06½
Hallowi, 1 lb. pkgs.		0 07¼
Fard dates, 12-lb. boxes		1 10
Peaches—		
Standard, 25-lb. boxes		0 06¾
Choice, 25-lb. boxes		0 07½
Choice, 10-lb. boxes		0 08½
Extra choice, 25-lb. boxes		0 08⅞
Prunes, in 25-lb. boxes—		
90 to 100		0 08¼
80 to 90		0 08¾
70 to 80		0 09½
60 to 70		0 10
50 to 60		0 10¾
40 to 50		0 11⅝
Raisins, Valencias—		
Extra select Valencias, 28's, box		2 15
Raisins, Sultanas—		
California		0 09¾
Smyrnas	0 08	0 12½
Raisins, Muscatels—		
3 crown loose, 50's		0 08¼
3 crown, loose, 25's		0 08½
Choice, seeded, lb.		0 09¼
Extra fancy seeded, lb.		0 09¾
Raisins, Australians—		
Lexias, 56-lb. boxes		0 08½
12-oz. packages, fancy		0 07¾
12-oz. packages, choice		0 07½

TEAS AND COFFEES.—There is little change in conditions here. Foreign influences are holding tea to the quotations previously given. Conditions on the coffee primary market continue weak at the moment, and no advances have been made.

Coffee—	Per lb.	
Rio, No. 5, green		0 13¾
Rio, roasted		0 16
Santos, green, No. 4		0 15
Santos, roasted	0 21¾	0 22¾
Chicory, per lb.	0 07	0 08
Teas—		
Japans—		
Choicest basket, fired	0 40	0 50
Choicest, pan fired	0 40	0 50
Very fine, pan fired	0 35	0 40
Medium, pan fired	0 30	0 35
Common, pan fired		0 25
India and Ceylon—		
Souchongs		0 30
Pekoe Souchongs		0 35
Pekoe		0 40
Broken orange and orange	0 40	0 50
China—		
Fine Keelum	0 50	0 60
Good Packlum		0 35
Common moning		0 25

BEANS.—The advance struck last week has not been followed by any further rise. Rumors of wet weather affecting the coming crop are still to be heard, but there is no definite information about this. Supplies of beans are, of course, very low.

Beans—		
Austrian, hand picked		3 65
Canadian, hand picked		3 60
3 lbs. picker		3 40
Barley—		
Pot, per sack, 96 lbs.		3 60
Pearl, per sack, 98 lbs.		5 00
Peas—		
Split peas, sack, 98 lbs.	3 30	3 65
Whole peas, bushel		2 25

RICE AND TAPIOCA.—No change here. The new crop, which recently brought down the prices, is being reduced, and an advance towards the end of October seems very possible.

SASKATCHEWAN MARKETS.

Regina, Sask., Oct. 1—(Special).—Harvesting is fast nearing completion, and hundreds of harvesters are returning to the cities, many of whom leave immediately for the East. The weather continues fine and warm. Wholesalers report business looking up, and merchants are said to be booking Christmas stuff at this early date. The whole market situation has an optimistic ring to it, and now that conditions generally are steadying down, the prospects are bright for a brisk fall trade.

New pack jam is now on the market and prices are about the same as last year. The size of the containers in some instances has been reduced, however, from five-pound to four-pound tins. On September 21, sugar on the local market dropped fifty cents, and sugar on the New York market is reported to be still on the decline. Refined is selling in New York at $6.25. Smoked hams are up this week one cent a pound.

Produce and Provisions—		
Butter, creamery, per lb.	0 29	0 30
Butter, dairy, No. 1		0 21
Cheese, per lb.	0 17⅞	0 18
Eggs, fresh, per doz.		0 25
Lard, 3's, per case		7 50
Lard, 5's, per case		7 45
Lard, 10's, per case		7 40
Lard, 20's, each		2 50
General—		
Beans, Ontario, per bushel		3 65
Coffee, whole roasted, Rio		0 22
Cream of tartar, lb.		0 52
Cocoanut, lb.		0 20½
Evap. apples, 50's		0 12½
Potatoes, new, per bushel		1 75
Rolled oats, 20's, 82c; 40's, $1.60; 80's		3 10
Rolled oats, bail of 80 lbs.		3 10
Flour, 98's		3 45
Rice, per cwt.		4 50
Sugar, standard, gran., per cwt.		6 57
Sugar, yellow, per cwt.		6 17
Walnuts, shelled, 54c; almonds		0 53
Canned Goods—		
Apples, gals., case, $1.61-$1.91, doz.		3 82
Broken beans, 2's		2 60
Corn, standard, per 2 dozen		2 21
Peas, standard, per 2 dozen	2 00	2 05
Plums, Lombard	2 10	2 21
Peaches		3 16
Strawberries and raspberries		4 71
Tomatoes, standard, per dozen		2 65
Salmon—		
Sockeye, 1's, 4 doz. case		9 85
Sockeye, ½'s		12 35
Cohoes, 1's		6 00
Humpbacks, 1's		4 60
Fruits—		
Lemons		12 00
Oranges	4 00	4 75
Dried Fruits—		
Currants, per lb.		0 11¼

ALBERTA MARKETS.

(By wire.)

Edmonton, Alta., Oct. 1.—Edmonton business, according to wholesalers, is good. There is a probability that Christmas goods from Smyrna and Spain will reach here. Canned fruits and vegetables show big demand and supply equal. First carload of salmon over Grand Trunk Transcontinental from Inverness, British Columbia, has arrived in the city. The new line affords greater trade possibilities in Edmonton, hitherto controlled by Vancouver, and local business is increasing. Butter, creamery, has advanced six cents, and dairy four. Ontario beans are higher at $3.40 to $3.50. Potatoes have gone up five cents. Lemons are lower. Austrian beans are off the market.

Produce and Provisions—		
Butter, creamery, per lb.		0 32
Butter, dairy, No. 1, 25c; No. 2		0 20
Cheese, per lb.	0 16¼	0 17
Lard, pure, 3's, per case		7 50
Lard, pure, 5's, per case		7 45
Lard, pure, 10's, per case		7 40
Lard, pure, 20's, each		2 43
General—		
Beans, Ontario, per bushel	3 40	3 50
Coffee, whole roasted, Rio	0 18½	0 20
Evaporated apples, 50's	0 11	0 11½
Potatoes, per bushel		0 50
Rolled oats, 20's		0 79
Rolled oats, bail		3 40
Flour, 98's, $3.55-$3.65; rolled oats, 80's		2 50
Rice, per cwt.		4 50
Sugar, standard, gran., per cwt.		7 90
Sugar, yellow, per cwt.		7 15
Canned Goods—		
Apples, gals., case		1 85
Corn, standard, per two dozen		2 15
Peas, standard, 2 dozen		1 95
Plums, Lombard		2 20
Peaches		3 15
Strawberries, $4.70; raspberries		4 20
Tomatoes, standard, per dozen	2 45	2 65
Salmon, sockeye, 4 doz. talls, case, 1s		9 50
Cohoes, 1's, $7.25; humpbacks, 1's		4 50
Fruits—		
Lemons	6 00	6 70

POSTUM CEREAL OFFICERS.

It is announced that the Postum Cereal Co., Limited, Battle Creek, Michigan, has recently filled the vacancy in chairmanship of that company caused by the death of C. W. Post. The officers of the company as now constituted are as follows:

Carroll L. Post, Chairman.

E. B. Close, Vice Chairman.

M. K. Howe. Treasurer.

Arthur B. Williams, Secretary.

All of the above named gentlemen have been associated in the management of the business of the Postum Cereal Co., Ltd., for a number of years. Mr. Carroll L. Post is a brother of the late C. W. Post; E. B. Close is a son-in-law.

Operations have been commenced in the Woodside refinery of the Acadia Sugar Company at Dartmouth, N.S.

Dullness Prevails in the Flour Market

Domestic Demand Has Fallen Off and Lower Prices May Have to be Taken For Export When Government Order Has Been Altogether Filled—Easier Quotations For Rolled Oats and Wheat.

MONTREAL.

FLOUR.—A distinct weakness was felt in the market last week, yet no changes were made by the large milling concerns in the price of flour, and they declare that there will be no change just now. Export business is picking up slightly, and would improve enormously if facilities for getting it across the ocean could be secured. As it is, it is hard to say when the harbor will be opened again for traffic. Wheat markets are still weakening. Price of winter flour is down about 10c per barrel.

Manitoba Wheat Flour—		Per bbl.
First patents	....	6 70
Second patents	....	6 20
Strong bakers'	....	6 00

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	6 25	6 50
90 per cent.	5 75	6 00
Straight roller	5 70	5 90
Blended flour	5 75	6 25

CEREALS.—A change is expected every day in rolled oats, and it is believed to be a decline. The oat market has shown signs of weakness, and export business has been cut off considerably. However, until crops are in, it is difficult to predict much.

Cornmeal—	Per 96-lb. sack.	
Kiln dried	2 45	2 75
Softer grades	2 20	2 35
Rolled Oats—	90's in jute.	
Small lots	3 12½	3 50
25 bags or more	3 02½	....

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled Wheat—	100-lb.	bbls.
Small lots	....	3 50
Hominy, per 98-lb. sack	....	2 70

MILL FEEDS.—Millers state that the demand for feed is such that it can be handled with ease. No price changes are recorded.

Mill Feeds—	Car lots,	per ton
Bran	....	25 00
Shorts	....	27 00
Middlings	29 00	30 00
Wheat moulee	....	30 00
Feed flour	35 00	38 00
Mixed chop, ton	....	38 00
Crushed oats, ton	....	36 00
Barley, pot, 98 lbs.	3 00	4 00
Oats, chop, ton	....	36 00
Barley chop, ton	....	38 00

TORONTO.

FLOUR.—With the domestic trade pretty well stocked up the flour business has become rather dull and there is but a small volume passing for home consumption. The tendency in the market is for easier conditions although the price figures are holding and are likely to do so unless competition for export business takes values down. This is not likely so long as the war is on but a decisive battle which would have the effect of giving some assurance as to crops in Europe next year would have an immediate effect. Canadian mills are working to capacity and will continue to do so. The government order is still taking up the bulk of the overplus but attention must soon be given to the open export market and here there may be some changes to compete with the United States. In winter wheat the market is unsettled and there are some lower prices being quoted. However, it is difficult to maintain a common basis for the reason that millers can get their raw material at a variety of prices and will sell accordingly.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patent	6 80	6 60
Second patent	6 30	6 10
Strong bakers	6 10	5 90

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	5 50	5 30
90 per cent.	5 10	4 90
Straight roller	5 00	4 80
Blended flour	5 35	4 95

CEREALS.—There have been some reductions in quotations for oats, and $3.25 is the usual figure for rolled oats in the city at present. Cut came in view of cheaper prices prevailing for October option oats as compared with the spot market. Rolled wheat, wheatlets and whole-wheat flour are also quoted somewhat lower but latest conditions indicate firmness at the lower figures. Demand is not more than fair.

Barley, pearl, 98 lbs.	....	5 00
Buckwheat grits, 98 lbs.	5 50	6 00
Corn flour, 98 lbs.	2 50	3 00
Cornmeal, yellow, 98 lbs.	2 65	2 75
Graham flour, 98 lbs.	3 00	3 30
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 63
Oatmeal, granulated, 98 lbs.	....	3 63
Peas, Canadian, boiling, bush.	....	3 00
Peas, split, 98 lbs.	....	5 00
Rolled oats, 90-lb. bags	3 25	3 45
Rolled wheat, 100-lb. bbl.	3 75	4 00
Rye flour, 98 lbs.	....	3 80
Wheatlets, 98 lbs.	3 75	4 00
Whole wheat flour, 98 lbs.	3 75	4 00

MILL FEEDS. — Continued open weather and late pasture has had the effect of sustaining easiness in market for mill feeds although with the exception of previous reduction in bran there have been no price changes and in fact there are some of the mills still charging the $25-$27 figure. This market is very susceptible to weather changes, and conditions which would drive the stock to the stables would soon have a stiffening effect.

Mill Feeds—	Mixed cars,	per ton
Bran	24 00	26 00
Shorts	27 00	29 00
Middlings	29 00	31 00
Wheat moulee	....	30 00
Feed flour, per bag	....	1 6.

WINNIPEG.

FLOUR AND CEREALS.—The steady tone which was apparent last week still obtains. No price changes have been struck, and it is believed to be likely that flour and cereals will remain at their present quotations for some time.

The tendency on the part of farmers to put their crop in elevators instead of marketing is being overcome to a good extent by pressure which is being brought to bear upon them to liquidate. It is evident that much wheat is being sold, and this will tend to keep prices steady.

Manitoba Wheat Flour—		Per bbl.
First patents	....	6 40
Second patents	....	5 80
Strong bakers'	....	5 10
Cereals—		
Rolled oats, per 80 lbs.	....	2 80
Oatmeal, fine, standard and gran'd, 98 lbs	....	2 80

CANNED TOMATO PROSPECTS.

Now that opening prices have been issued on all the early fruits and vegetables, as well as on salmon, interest is centering upon the packs of corn, tomatoes and peaches and the other late vegetables and fruits. Last year the new prices on these goods were given to the trade about the second week in October so that it should not be long before we see them again.

While it is yet a little early for the canners to determine with any accuracy the extent of the packs of tomatoes and corn, it looks as if they will be fair at least. One of the large canners gives the following information on the crops to Canadian Grocer:

"I do not think there is any danger of a shortage of tomatoes this year, unless we should get a killing frost soon. Of course, to ensure a large pack, it would be necessary to operate factories until about the third week in October.

"In spots, the crop has been disappointing, but on the whole, while it is not nearly so large as promised early in the season, yet there will be a good average, and the pack, although not as heavy as last year, will, we believe, be sufficient to take care of the legitimate requirements of the country. My own personal opinion is that prices will be such as to encourage a large consumption.

"The policy of our company this year is to make prices just as low as possible, owing to the inability of the consumer to pay fancy prices."

PAPER IS WORTH $25.

MacLean Publishing Co.,

Dear Sirs,—I always look forward with great pleasure to receiving your weekly "Canadian Grocer," which I find very interesting and helpful in keeping one in touch with the markets, and would ask you to renew my subscription for another year.

Enclosed you will find my check for $2, but your paper is worth $25.

S. H. WRIGHT.

Pense, Sask., 21/7/14.

Perceptible Dull Wave Hits Fruit Business

Preserving Season About Over and Demand For Late Varieties Is Not Strong—Vegetables, Too, Attract Little Attention—Potatoes Are a Little Cheaper and Apples Are Plentiful at Unusually Low Prices.

MONTREAL.

FRUIT.—Business is quiet, the biggest demand being for Niagara grapes selling freely at 19c. This is practically the last week for all Western fruit, Niagara peaches having almost finished. Apples are arriving more freely, including Alexanders, St. Lawrence and Colverts. There is a big sale for these at $3. Cool weather has hindered the sale of bananas, which discolor with a touch of cold. Lemons are still bringing between $3 and $4. No change in oranges. Sale of pears has dropped considerably owing to the large quantity of Western pears received in barrels. Tokay grapes are down to $2.75 a box.

Apples—		
Alexanders	....	3 00
Colverts	....	3 00
St. Lawrence, No. 1	....	3 00
Wolf River	....	3 00
Bananas, crate	2 00	2 50
Cranberries, bbl.	....	7 50
Grapefruit, 54-64-80-96 size, case	3 50	5 00
Grapes, Cal., box	....	2 50
Grapes, Can., small basket	....	0 19
Lemons, Messinas—		
Extra fancy, 300 size	3 00	4 00
Limes, small boxes	....	1 25
Oranges—		
California, late Valencia, 176-200-216-250	....	3 50
California, 126-150 size, box	....	3 50
California, 5-box lots	....	3 25
Watermelons, Western, crate	....	1 50
Peaches, per box	....	1 25
Plums, per crate	1 50	1 75
Pears, Cal., box	3 25	3 50

VEGETABLES.—Red onions, American globes, in 100-lb. bags, are much cheaper, being worth $1.50 to $1.75. Spanish onions are down to $2.50 a crate. Local wax and green beans are scarce, Americans are expected. Good cabbage can be secured at 40c doz., and 30c small. There are lots of them, and they should be cheaper inside of two weeks, when they will bring $2.50 per cwt. New crops of Gentleman corn are coming in, selling 16c to 18c dozen, and are good quality. All other lines bring 10 to 12½c. Evergreens and Crosbys are done. Cauliflower are down to 75c to $1, and will be cheaper this week end. Cucumbers are 10c doz., and will be worth more next week. A dollar buys the best celery. Egg plants are 40c, but will be dearer after this. Lettuce is away up, curly bringing 35c and head lettuce 75c. Only a few mushrooms coming in from the States, as there are plenty locally. Parsnips are plentiful at 75c per bag. American red peppers are cheaper than local ones, quoted at 50c basket, same as green; local red 75c. Montreal potatoes are down slightly to 65 to 75c. Sweet potatoes are bringing $1.75, and won't be much cheaper. Red Montreal tomatoes are bringing 25 to 50c. Rose tomatoes 75c per box. Business is quiet, biggest demand being for lettuce, cauliflower and celery.

Beans, wax and green, bag	....	0 75
New beets, bag	0 50	0 75
Cabbage, per dozen	0 25	0 40
Corn, dozen	0 10	0 18
Carrots, bag	....	0 75
Cauliflower, dozen	0 75	1 00
Cucumbers, dozen	....	0 10
Celery, bunch	0 50	1 00
Egg plant, per dozen	....	0 40
Lettuce, head, per doz.	....	0 75
Curly lettuce, per doz.	....	0 35
Mushrooms, lb.	0 30	0 40
Onions—		
Spanish, per crate	2 50	2 75
Spanish, in ¼ crates	....	1 00
Native, per doz. bunches	....	0 30
Red, 100-lb. bags	....	1 50
Parsnips, bag	....	0 75
Parsley, doz. bunches	....	0 15
Peppers, green, 3½ qt. basket	....	0 50
Potatoes—		
Montreal, new, bag	0 65	0 75
Potatoes, new, sweet, Jersey, hpr.	....	1 75
Rhubarb, dozen	....	0 40
Spinach, Montreal, in boxes	....	0 50
Turnips, bag	....	0 75
Tomatoes, Ontario, basket	....	0 50
Tomatoes, Montreal, box	0 25	0 50

TORONTO.

FRUITS.—The dull business wave has hit the fruit market the past few days and indications are that there will be little doing from now on until the dealers vacate their summer quarters in the market. Only fall varieties are now being received and preserving is pretty well over. Receipts are fairly heavy and prices are ruling comparatively low but do not seem to tempt buyers. Apples are now coming freely and fall varieties are unusually cheap, prices running from $1.25 to $2.50 the barrel, the high figure being for St. Lawrence. Fall Pippins, Colberts, Greenings and Wealthies are noted; Dutchess are pretty well through. Grapes are coming in large quantities and the somewhat cheaper. Pears, late plums and other fall fruits are also coming freely. Elderberries are bringing 20c to 25c the basket. Canadian peaches are done and imported varieties have been advanced 25c the box. Quinces have made their appearance on the market.

Apples—		
Canadian, barrel	1 25	2 50
Crab, basket	0 20	0 25
Bananas, per bunch	1 50	2 00
Cantaloupes—		
Canadian, 11-qt. basket	0 25	0 35
Bushel basket	0 50	0 75
Cocoanuts, sack	....	3 75
Cranberries	....	7 00
Elderberries	0 20	0 25
Grapes—		
Canadian, 6-qt. bkts.	0 20	0 25
Tokays	....	2 00
Oranges—		
California, late Valencias	2 75	3 25
Lemons, Verdilla	4 25	5 00
Limes, per 100	....	1 25
Plums	0 35	0 60
61qt. baskets	0 35	0 50
6 qt. baskets	0 35	0 40
Pears—		
Bartletts, basket	0 50	0 75
Clapps Favorite	0 40	0 50
Flemish Beauties, basket	....	0 40
Keefers, basket	0 20	0 30
Peaches, Colorado, box	1 00	1 25
Pineapples, Azore, case 10	3 50	4 50
Quinces	0 60	0 75
Watermelons	0 25	0 40

VEGETABLES.—Fall vegetables are coming in big supply and the prices are cheap, but the demand is by no means strong. Potatoes now quoted down 5c from last week and seem likely to maintain this position, although the consumption appears to be falling off and there is a good crop. A fair supply of tomatoes being received and these will continue until the frost cuts them off; frosts up to the present have done no damage so far as reports received indicate. Season for green corn in waning and price has advanced 2c dozen. Pumpkins, citrons, squash and other fall vine crops are making their appearance in large numbers.

Beets, Canadian, bag	....	0 75
Beans, Canadian, basket	0 25	0 35
Cabbage, Canadian, case	1 00	1 25
Carrots, bag	....	0 75
Cauliflower, doz.	....	1 50
Citrons	0 10	0 15
Egg Plant, 11 qt. basket	0 25	0 35
Cucumbers—		
Slicing	....	0 20
Medium pickling sizes	0 35	0 75
Gherkins	1 00	1 25
Celery, doz.	0 35	0 60
Corn, per doz.	0 08	0 10
Mushrooms, per lb.	0 60	0 75
Water Cress, 11 qt. basket	....	0 50
Onions—		
Spanish, big crate	....	3 50
Can., 75-lb. bags	....	1 50
Green peppers, basket	0 40	0 50
Red peppers	0 75	1 00
Potatoes, Canadian, per bag	0 85	0 90
Parsley, basket, 11-qt.	0 30	0 35
Pumpkins	0 10	0 20
Tomatoes, Canadian, basket	0 20	0 30
Turnips, bag	....	0 50
Sweet potatoes, hamper	1 50	1 75
Squash, Hubbard	0 10	0 20

WINNIPEG.

FRUITS.—Business, while not as brisk as would have been the case without the war, in the opinion of dealers, has yet improved a great deal in the past week or two. Apparently the idea that only necessities are to be bought has passed, and for grapes, apples, peaches, plums, etc., there is a good call.

During the week apples have dropped still further. Crab apples, however, have advanced, as have peaches. The abundant stock of imported peaches has now been greatly reduced, and the advance has come as a natural result. Lemons are again quoted much lower, the reduction being due to the decreased demand making the supply sufficient.

Apples—		
Washington	....	1 25
Apples, bbls.	....	3 50
Crab Apples	....	1 50
Bananas, lb.	....	0 04½
Lemons—		
California	....	6 50
Messina	....	6 50
Oranges—		
California Valencia's	....	3 50
Peaches, Fresh California	....	1 25
Plums, Fresh B.C.	....	0 90
Pears	2 75	3 00
Grapes, Ontario, basket	....	0 25
Cal. Tokays	....	2 00
Cranberries, bbl.	....	7 75

VEGETABLES. — Little change is noted here. California head lettuce is now practically off the market, otherwise there is nothing to note. A good deal of celery is being sold, and sweet potatoes are also moving.

Celery, B.C.	....	0 07
Head lettuce, Minnesota, hampers	....	3 50
Onions—		
Cal., 100-lb. sacks	2 25	2 50
Parsley, per doz. bunches	....	0 40
Sweet potatoes	....	4 75
Tomatoes, Ont., basket	....	0 40

Fish Dealers Are Awaiting Cooler Weather

High Temperatures Have Interfered With the Demand—Some Price Changes in Montreal, But None in Toronto — Lobsters Advancing in Price—Steak and Market Cod Are Scarce.

MONTREAL.

FISH AND OYSTERS.—Trade in all lines has been fair, and prospects are for improvement as more seasonable weather comes along. The past two weeks of warm weather have had an inimical effect on the oyster and fresh fish business. Lake fish, such as pickerel, pike and perch have been in very good demand due to the Jewish holiday. The demand is just starting for pickled and salt fish. Herrings and codfish are quoted at average prices, while salmon and mackerel are a good deal lower. In smoked and preserved lines, the demand is expected to improve from now on. Lobsters are getting scarcer, and consequently advancing in price. Steak and market cod are both scarce, and very little to be had. The price is as high as it can reasonably go, and this business is being transferred to halibut. Little demand for brook trout, and price is down to 25 cents.

Oysters have not been selling during the hot weather, but should enjoy a better demand from now on. Shipments have not been coming in very freely for the same reason, but large supplies can be expected now. They are coming in daily by express, and customers can depend on getting fresh stock.

TORONTO.

FISH AND OYSTERS.—Business in fish and oysters has only been fair. The unusually warm weather for this season of the year has been a deterrent factor in relation to the demand and this, together with the general conditions, has been particularly noticeable with regard to oysters. An improvement is expected as soon as the weather changes and a good fall trade is looked for. Prices are without change but there will be some readjustments for the winter business in the near future. Fish are expected to be cheap, as usual and the changes will not show any more than fractional advances in some lines and probably as many reductions as increases.

FRESH FISH.

	Montreal	Toronto
Halibut, fancy, express, per lb.	0 12	0 12
Haddock, fancy, express, lb.	0 06	0 07
Steak cod, fancy, express, lb.	0 07	0 08
Market cod, per lb.	0 05	....
Flounders, fancy, express, lb.	0 07	0 08
Gaspe salmon, per lb.	0 16	....
B. C. salmon	0 16	0 18
Chilled salmon	0 15	....
Dressed bullheads, per lb.	0 10	0 10
Brook trout, per lb.	0 25	....
Whitefish, per lb.	0 12	0 12
Lake trout, per lb.	0 12	0 12
Bluefish, per lb.	0 15	0 12
Herrings, per 100 count	4 00	....
Herring, lb.	0 08	....
Dore, per lb.	0 12	0 12
Mackerel, per lb.	0 12	....
Swordfish	0 11	0 12
Striped bass, per lb.	0 15	0 15
Pike, per lb.	0 08	0 08
Perch, per lb.	0 05	0 07
Sea bass, lb.	0 08	....
Carp	0 08	....
Eels	0 08	0 10

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.	.09	.08
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½-.08	.08-.09
Haddies, fillets, per lb.	.11	.12
Haddies, Niobe, boneless, per lb.	.10	...
Herring, Ciscoe,	1.80	...
St. John bloaters, 100 in box	1.20	1.20
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.16	...
Smoked boneless herrings, 10-lb. box	1.20	...
Kippered herrings, selected, 60 in box	1.20	1.25
Smoked salmon, per lb.	.25	.23
Kippered herrings, ordinary, 60 in box	1.10	1.20
Ciscoe herrings, basket of 15 lbs.	1.75	1.80
Smoked halibut	....	.20

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—	.....	.12
Gaspe, large, per lb.	.12-.13	.12-.13
Red, steel heads, per lb.	.10-.11	.11
Red, sockeyes, per lb.	.10	.11
Red, Cohoes or silvers, lb.	.07-.07½	.08½
Pale, qualla, dressed, per lb.	.07-.07½	.06½-.09
Pale, qualla, dressed, per lb.	.07¼-.08	.09
Halibut, white western, large and medium, per lb.	.09	...
Halibut, eastern chicken and medium, per lb.	.07-.08	.09
Mackerel, bloater, per lb.	.05½-.06	.07-.08
Haddock, medium and large, lb.	.05-.05½	.07-.08
Market codfish, per lb.	.06½-.07	.09
Steak codfish, per lb.	.08	...
Canadian soles, per lb.	.16-.17	.15
Blue fish, per lb.		

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.10-.11	.10-.11
White fish, small tulibees, per lb.	.06½-.07	.06½
Lake trout, large and medium, lb.	.11-.12	.12
Dore, dress or round, lb.	.09-.10	.09-.10
Pike, dressed and headless, lb.	.06½-.07	.06
Pike, round, per lb.	.06-.06½	.07-.08

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	21 00	....
Salmon, Labrador, bbls., 200 lbs.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	8 00	....
Salmon, B.C., bbls.	15 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	11 50	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	....
Mackerel, N.S., bbls., 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lb.	1 75	....
Herrings, Labrador, bbls.	6 00	....
Herrings, Labrador, half bbls.	3 25	....
Herrings, Nova Scotia, bbls.	6 00	....
Herrings, Nova Scotia, half bbls.	3 25	....
Lake trout, half bbls.	....	8 00
Quebec sardines, bbls.	5 00	....
Quebec sardines, half bbls.	2 75	....
Tongues and sounds, per lb.	0 10	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imp'ted milkers, hf bbls	7 00	....
Holland herrings, imp'ted milkers, kegs.	0 85	....
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs	0 75	0 65
Lochfyne herrings, box	1 35	....

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 50	....
Dried pollock, medium and large, 100 lb.	6 50	....
Dressed or skinless codfish, 100-lb. case.	7 50	....
Boneless codfish, 2-lb. blocks, 20-lb. bxs, per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 30-lb. boxes	0 10	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, ½-lb. each, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standards, solid meats, gal.	1 80	....
Standards, ordinary, gal.	1 50	....
Selects, per gal.	2 00	....
Best clams, imp. gallon	1 50	....
Best scallops, imp. gallon	2 00	....
Best prawns, imp. gallon	2 00	....
Best shrimps, imp. gallon	2 25	....
Sealed, best standards, quart cans, each	0 35	....
Sealed, best select, quart cans, each	0 45	....

OYSTERS, CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Oysters, per gal.	1 65	2 10
Cape Cod shell oysters, per bbl.	9 00	....
Malpeque, shell oysters, selected J.A.P., per bbl.	10 00	....
Malpeque, shell oysters, C.C.I., bbl.	12 00	....
Clams, per bbl.	7 00	....
Mussels, per bbl.	6 00	....
Live lobsters, medium and large, lb.	0 20	....
Boiled lobsters, medium and large, lb.	0 16	....
Soft shelled crabs, doz.	....	....
Winkles, bush.	....	....
Little Necks, per 100	....	....

JELLY POWDER INGREDIENTS UP.

The market situation in so far as jelly powders are concerned, is particularly strong. The following table given by an Ontario manufacturer, listing the average prices of the various ingredients before the war and at the present time explains effectively the reason for the firmness, and shows that where prices of jelly powder have not yet advanced, there is every possibility that they will when the manufacturers are in the market again for these ingredients.

	Before the War.	Now.
Gelatine, per lb.	$0 30	$0 45
Citric acid, per lb.	0 38	1 60
Sugar, per cwt.	4 51	6 31--6 61

This shows that gelatine has advanced no less than 15 cents per pound during the past two months and that citric acid has made the phenomenal rise of $1.22 per pound. The trade is of course familiar with the rapid upward trend of the sugar market. In addition to these advances lemon oil is up about 100 per cent., and as a large percentage of the others come from Germany, these are naturally scarce and high, and there have been stiff advances on all stocks held in Canada.

Everything points to high prices on Extracts, particularly the cheaper grades. So far as Pure Extracts are concerned, the advances are equal to the result of the special war tax on spirits announced some time ago.

Vanilin and Coumarin are used for the cheaper grades of extracts and these have more than doubled in price since the outbreak of the war, since nearly all the supply comes from Germany. If the struggle should continue for long, cheap extracts are almost sure to be very much higher. In fact all manufactured food products where sugar, spirits and raw material that comes from Germany are used in the making, will be high in price until the war is over at least.

THE TWO-CENT GRIN.

Here is a little motto found hanging up in an office, and which tends to create a note of confidence and optimism:

When the whole blame world seems gone to pot,
And business is on the bum,
A two-cent grin and a lifted chin
Helps some, my boy, helps some.

WANTED

GORDON McDONALD & CO., 13 NORTHumberland Alley, Fenchurch Street, London, E.C., invite offers for pearl barleys, semolinas, macaroni, and vermicelli, in car loads, c.i.f. London, cash against documents. References can be had from leading commercial houses.

Unsettled Market for Produce and Provisions

Little Domestic Consumption of Meats; Hogs Are Cheaper—Cheese Highest in Five Years and Continues Firm—Butter Easier And Eggs Are Higher With Fresh Stock Hard to Get.

MONTREAL.

PROVISIONS.—No change in price of meats or lard. Market is quiet in most lines, and little can be said about it. Lots of nervousness is seen in this line of business. Receipts are not high, and large quantities are being shipped from Chicago to Europe, which is keeping prices firm, despite the depressed condition of the market here. Only a few dressed hogs on this market, bringing 14c, but this business will be in full swing inside of a week.

Hams—	**Per lb.**	
Medium, per lb.	0 19	0 20
Large, per lb.	0 18½	0 19
Backs—		
Plain, bone in	....	0 24
Light, per lb.	....	0 22
Boneless	....	0 26
Peameal	....	0 27
Bacon—		
Breakfast, per lb.	0 19	0 20
Roll	....	0 17
Shoulders, bone in	....	0 15
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	....	0 29
Hams, roast, per lb.	....	0 29
Shoulders, boiled	....	0 27
Shoulders, roasted	....	0 28
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—	**Per bbl.**	
Heavy short cut mess	....	0 32
Heavy short cut clear	....	0 32
Clear fat pork	....	31 00
Clear pork	....	30 00
Lard, Pure—	**Per lb.**	
Tierces, 350 lbs., net	....	0 13¾
Tubs, 50 lbs. net	....	0 14½
Boxes, 50 lbs. net	....	0 14
Pails, wood, 20 lbs. gross	....	0 14¼
Pails, tin, 20 lbs. gross	....	0 13¾
Cases, 10-lb. tins, 60 in case	....	0 14½
Cases, 3 and 5-lb. tins, 60 in case	....	0 14¾
Bricks, 1 lb., each	....	0 15
Lard, Compound—		
Tierces, 375 lbs., net	....	0 10¾
Tubs, 50 lbs., net	....	0 11
Boxes, 50 lbs., net	....	0 11
Pails, wood, 20 lbs., net	....	0 11¼
Pails, tin, 20 lbs., gross	....	0 11¼
Cases, 10-lb. tins, 60 in case	....	0 12
Cases, 3 and 5-lb. tins, 60 in case	....	0 12
Bricks, 1 lb. each	....	0 13
Hogs—	**Per cwt.**	
Dressed, abattoir killed	....	14 00

BUTTER.—Butter market is weaker, and no export business is being done. Lots of butter being made, which is easing the market off somewhat. Very little demand. Finest creamery is quoted 28-29c, and dairy butter 22-23c.

Butter—		
Finest creamery, new milk	0 28	0 29
Dairy butter	0 22	0 23

CHEESE.—Market is slightly higher, but is without any feature. Very little business is being done.

Cheese—		
New make	0 16	0 16½
Old specials, per lb.	....	0 18
Stilton	....	0 18

EGGS.—Prices are the same as last week, and there is no feature to the market.

Eggs, case lots—		
New laids	....	0 32
Selects	....	0 30
No. 1s	....	0 25
Splits	0 20	0 22

HONEY.—Comb honey is arriving, and the quality is good. Quotations are lower, now being 17-18c for white, and 14-15c for buckwheat.

	White Clover per lb.	Buckwheat per lb.
Honey—		
Barrels	0 11½	0 08
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12½	0 10
Comb, 13-14 oz. section	0 17—0 18	0 14—0 16

POULTRY.—Demand has been brisk owing to Jewish holidays. For this week and next week the market on good fat stock of chickens and fowls, ducks and geese will be brisk, and prices will be high. Poultry will be much cheaper as soon as the Jewish holidays are over.

Fresh Stock—		
Fowls, 5 lb. and up	....	0 15
Fowls, 3 to 4½ lb.	0 12	0 14
Old cocks	0 10	0 11
Fancy fat milk-fed chickens	0 14	0 17
Chickens	0 12	0 14
Young ducks	....	0 12
Old ducks	0 10	0 11
Geese	0 10	0 11

TORONTO.

PROVISIONS. — Business in provisions is very quiet, and the domestic consumption is light, with prices tending to an easier level. At the same time, however, outside influences are such that no material price reductions are to be looked for so long as the war lasts. Hogs are being quoted at another quarter off. Lard is easier, but prices are maintained.

Hams—		
Light, per lb.	0 20	0 20½
Medium, per lb.	0 20	0 20½
Large, per lb.	0 18	0 19
Backs—		
Backs, per lb.	0 24	0 25
Boneless, per lb.	0 25	0 26
Pea meal, per lb.	0 25	0 26
Bacon—		
Breakfast, per lb.	0 20½	0 21
Roll, per lb.	0 15½	0 16
Shoulders, per lb.	0 14½	0 15
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14¾	0 15
Cooked Meats—		
Hams, boiled, per lb.	0 28½	0 29
Hams, roast, per lb.	0 27	0 28
Shoulders, boiled, per lb.	0 23	0 24
Shoulders, roast, per lb.	0 23	0 24
Barrelled Pork—		
Heavy mess pork, per bbl.	26 00	28 00
Short cut, per bbl.	30 00	32 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 12¾	0 13¼
Tubs, 60 lbs.	0 13	0 13¼
Pails,	0 13¼	0 13¾
Tins, 3 and 5 lbs., per lb.	0 13¾	0 14¼
Bricks, 1 lb., per lb.	0 14½	0 15¼
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09¾	0 10¼
Tubs, 50 lbs., per lb.	0 10	0 10½
Pails, 20 lbs., per lb.	0 10¼	0 11
Hogs—		
F.O.B., live, per cwt.	....	8 75
Live, fed and watered, per cwt.	....	9 00
Dressed, per cwt.	13 75	14 00

BUTTER.—With an open fall season and late pasture the September make of butter is more important than usual, and with the export business in a precarious state the situation is easier and demand dull. Price levels lower for creamery prints, but there appears to be a shortage for dairy prints, and this price holds firm.

Butter—		
Creamery prints, fresh made	0 29	0 30
Separator prints	0 27	0 28
Dairy prints, choice	0 26	0 27
Dairy, solids	0 22	0 24
Bakers	0 18	0 20

CHEESE.—Despite interruptions to export business, cheese market is very firm. Offers from the other side of the water are no doubt responsible, and it looks as though present position might be maintained indefinitely with the war continuing. Prices at the present time are higher than for five years past.

Cheese—		
Old, large	0 17¼	0 17½
Old, twins	0 17½	0 18
New, large	0 16	0 16¼
New, twins	0 16¼	0 16½

EGGS.—Prices are up one cent all round. Strictly fresh are hard to get and other prices have advanced in sympathy despite the fact that the outside market influences appear to be in the other direction. Fall packing has commenced and during the next week will become general and this will increase the demand.

Eggs, case lots—	**Per dozen.**	
Strictly new laid, in cartons	0 31	0 32
Selects	0 30	0 31
Straights	0 27	0 28
Trade eggs	0 22	0 23

HONEY.—Small crop this year is having effect of brightening the honey outlook for there will be an opportunity to get rid of surplus stocks which accumulated as the result of the big yield last year.

Honey—		
Clover honey, bbls., per lb.	0 10½	0 11
60 lb. tins	0 11	0 11½
20 lb. tins	....	0 12
5-10 lb. tins	0 12½	0 13
2½ lb. tins	0 13	0 13½
Comb	3 00	3 50

POULTRY.—Jewish holidays will help the poultry business during the next couple of weeks but after that still lower prices are to be expected.

Fresh Stock—	**Live.**	**Dressed.**
Fowl	0 08—0 10	0 14
Spring chicken, lb.	0 11	0 13
Turkeys, young	0 15	0 18
Turkeys, old Tom	0 13	0 15
Ducklings	0 08—0 10	0 14
Ducks	0 08—0 10	0 14—0 15
Geese	0 08—0 09	0 12—0 14

WINNIPEG.

PROVISIONS.—The past week has seen several price changes, all in an upward direction, and while there is a weak tendency in one or two lines, this is due to peculiar conditions and it is not likely to continue.

An unusual state of affairs has arisen as a result of poor crops in some districts, and perhaps also as a result of the pressure which is being brought upon certain farmers to liquidate their debts. The farmers are selling their stock without waiting for it to reach such condition that they may make a favorable sale. Hogs are going through Winnipeg not nearly sufficiently developed for the packers. They are being bought, it is understood, by farmers in the East, and in some of the Northern States, who are

getting carloads chiefly through commission men, and who naturally expect to make big profits developing the live stock. This course is only being adopted by farmers in certain districts, but it is a blow at mixed farming which is so desirable, and also a blow at the produce market.

The week has seen a further advance in lard, tierces now being quoted at 12c. The advance is due to low stocks held locally.

Cured Meats—		
Hams, per lb.		0 22
Shoulders, per lb.		0 15
Bacon, per lb.		0 25
Long clear, D.S., per lb.		0 14
Mess pork, bbl.		28 00
Lard—		
Tierces		0 12
Tubs, 60s		7 35
Pails, 20s		2 50
Cases, 5s		7 80
Cases, 3s		7 80

BUTTER.—During the past few days weak tendency has developed here. It seems that this is only a temporary condition. The market was a little too high, having become so probably through the expectation of large export orders. Stocks are short in Winnipeg, and it is believed that butter will go higher before any great time.

Butter—		
Creamery, Manitoba		0 29
Dairy	0 19	0 24
Cooking	0 12	0 16

CHEESE.—In sympathy with butter, this market has been weak. There is no change in price, however.

Cheese—	
New, large	0 16½
New twins	0 17

EGGS.—Current receipts are small, and as a result prices have been further advanced, extra firsts now being quoted at 24c. There are few checks on the market. Still further advances are to be expected.

Eggs—	
Extra first	0 24
Checks	0 14
Extra, in cartons	0 28

ONLY TEN KINDS OF CABBAGE.

With a view to standardizing all the commercial varieties of vegetables grown in the United States, the Department of Agriculture, through its bureau of plant industry, announced recently that any one having an unknown variety of vegetable for which correct identification is wanted, may obtain such information from the Department. The correct names of various kinds of fruits may also be obtained.

The importance of naming varieties correctly, it is explained, is not realized until the general confusion which results to truck-growers, fruit-growers and farmers from incorrect naming, is considered. In many cases one variety of vegetable is sold under several names. For instance, of three hundred varieties of cabbages listed, there are not really more than ten.

Situation in California Dried Fruits

Dried Apples Easier in Price, But Prunes Have Firmed Up—Delays of Shipments to Europe a Feature.

There is considerable speculation as to the effect of the war upon California dried fruits, but a general survey of the whole situation does not indicate that there will be any material difference in the market so far as the trade is concerned. The whole tendency will be downward on account of the difficulties in supplying the foreign market but against this there is the general firmness in the food stuff situation.

Producers are not so much concerned with the question of transportation as with the problems of financing foreign shipments and making collections in foreign markets. With prospects for a big output, therefore, the dried apple situation is very weak and prices have declined materially. On the other hand prunes after being up and down the scale have finally become firm on reports of even shorter yield than anticipated; the crop it is said will not be much more than to supply home consumption while England should be a strong bidder in the market. A circular issued by the California Dried Fruit Exchange to its members says in part:—

"There is a great difference of opinion as to the affect of the war on domestic goods used for domestic consumption. Some think that it will make business much more brisk, others that it will have a depressing effect. Business men who have been told that trade will be bright as soon as transportation is wholly or partially restored are apparently more and more skeptical in this matter. They point out that with England policing the North Atlantic as she is there is no real lack of transportation facilities any longer, but an abundance of ships can be obtained to send products back and forth, if shippers want to send them. The real trouble lies in financing the shipments and in securing aid from foreign countries in restoring a regular and reliable course of business that would permit sales to be made safely, when the goods are actually able to be delivered in Europe. It is argued that there is no use in sending goods to other countries unless those countries are in position to make payment for the goods, in some acceptable kind of value. If such payment cannot be arranged for on a regular and settled basis, the expected prosperity due to the selling of our products abroad at high prices will not materialize.

"Dried apricots are a trifle weaker on account of war conditions in Europe. Peaches are a trifle firmer. Dried apples are going to be very plentiful and are being quoted at low prices, which also makes it all the more important to keep up our standard of pack, as the eastern trade prefers apples to either apricots or peaches, especially when the prices are lower.

"Prunes are now thought to be much less in quantity than first reports and it is estimated that even should the war make it impossible for us to have any large export demand, this country can consume, at fair prices, the supply on hand. Also we are looking later for a good export demand from England, which has to get her supply from this country. Consequently, the prune market is being held firmer with prospects for higher prices."

NEW BRUNSWICK MARKETS.

(By wire.)

St. John, Oct. 1.—Market is generally steady, flour, sugar and molasses being firm with little likelihood of change for some time. Pork lower, domestic mess being $29, and American Clear $28 to $30. In lard there is a slight drop. Provision market generally is steady but beans are easier on account of prospects for a satisfactory crop. Cream of tartar stocks are greatly lessened. Dealers are waiting arrival of dried vegetables as stocks are none too plentiful. Native vegetables are abundant, with a big demand for green tomatoes. Dealers are selling large quantities, with spices for home pickling. Advances have been made in most spices. Country business is particularly brisk, though collections are poor in some localities.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	....	0 17
Beef, barrel	28 25	28 50
Beef, corned, 1 lb.	3 15	3 30
Pork, American clear, per bbl.	28 00	30 00
Pork, domestic, per bbl.	....	29 00
Butter, dairy, per lb.	0 22	0 23
Butter, creamery, per lb.	0 23	0 24
Eggs	0 26	0 27
Lard, compound, per lb.	0 11¼	0 11½
Lard, pure, per lb.	0 13¾	0 14
Flour and Cereals—		
Cornmeal, gran.	....	6 00
Cornmeal, ordinary	....	2 05
Flour, Manitoba, per bbl.	....	7 55
Flour, Ontario	....	7 25
Rolled oats, per bbl.	....	6 75
Oatmeal, standard, per bbl.	....	7 40
Fresh Fruits and Vegetables—		
Lemons, Messina, box	....	7 00
Oranges, Val., case	4 00	5 50
Potatoes, new, bbl.	1 25	1 35
Sugar—		
Standard granulated	7 00	7 10
United Empire	6 90	7 00
Bright yellow	6 80	6 90
No. 1 yellow	6 50	6 60
Paris lumps	8 00	8 08½
Beans, white, per bush.	3 25	3 30
Beans, yellow eyes, per bush.	....	4 50
Canned pork and beans, per case	2 80	3 00
Molasses, per gal.	....	0 34
Cream of tartar, per lb., bulk	0 50	0 53
Currants, per lb.	0 11	0 11½
Rice, per cwt.	4 50	5 00
Cheese, per lb.	0 15¾	0 16

WHITE SWAN

Did You Have Pancakes for Breakfast?

If you did, you'll be telling your customers all about the great breakfast you had and how it gave you vim for the day's work. You'll be so enthusiastic about it that they can't resist buying some Pancake Flour and some maple syrup and some butter and probably some sugar.

The memory of those delicious pancakes will keep recurring to you all day long. Unconsciously you recommend them to your customers and give your cash register a busier day.

These cool, nippy mornings are just the time for pancakes. The desire is dormant in your customer. A suggestion will bring it to the surface. Another will make the sale.

Put in a window display of Buckwheat Flour, Pancake Flour, Maple and Corn Syrup. It'll pay and pay big.

White Swan Buckwheat and Pancake Flours are self-rising, "Made in Canada," and of the same high quality that distinguishes all other White Swan products.

PRICE LIST.

Buckwheat Flour (Self-rising), 3 doz. to case. Shipping weight 70 lbs. $3.00

Pancake Flour (Self-rising), 3 doz. to case. Shipping weight 70 lbs. $3.00

WRITE FOR CATALOGUE

WHITE SWAN SPICES AND CEREALS, LIMITED

TORONTO - - ONTARIO

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

COOK'S FRIEND BAKING POWDER.

In Cartons—	
No. 1 (25c size), 4 doz.	$ 2 25
No. 1 (25c size), 2 doz.	2 25
No. 2 (10c size), 6 doz.	0 80
No. 2 (10c size), 3 doz.	0 80
No. 3 (5c size), 4 doz.	0 45
In Tin Boxes—	
No. 13, 1-lb., 2 doz.	3 00
No. 14, 8-oz., 3 doz.	1 75
No. 15, 4-oz., 4 doz.	1 10
No. 16, 2½ lbs.	7 25
No. 17, 5 lbs.	14 00

ROYAL BAKING POWDER

Sizes	Per doz.
Royal—Dime	$ 0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—when packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each 0 03½
500 books to 1,000 books, 0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN.

	Per case.
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	$2 88
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	3 30
King's Food, 2 doz. to case, weight 95 lbs.	5 20
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 30
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 30

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars.

	Per doz.
Strawberry, 1914 pack	$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

	Per lb.
Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz in box, per doz.	0 90
Sweet Chocolate—	
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35



The Crop Returns

The crop returns of Western Canada for this year are estimated to be over 319,071,044 bushels. This, with "War" prices being paid for wheat, will mean a total of several hundred millions of dollars in the hands of Western consumers. These people will need your products and can pay cash.

We operate the largest and most progressive wholesale commission house in Canada, and with our large corps of efficient salesmen we will help you as a manufacturer to get a good share of this going business.

We have the experience and financial standing, and will guarantee results.

Let us know your lines and we will give you full particulars. Write to-day.

Nicholson & Bain, Wholesale Commission Merchants and Brokers

HEAD OFFICE—WINNIPEG, MAN.

REGINA SASKATOON EDMONTON CALGARY LETHBRIDGE VANCOUVER

A tip on the side, Mr. Grocer

Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

St. George Brand Coffee, 2 doz. in case	**$4.80**
St. George Evaporated Milk, 4 doz. in case	**3.60**
Banner Condensed Milk, 4 doz. in case	**5.25**
Princess Condensed Milk, 4 doz. in case	**4.50**
Premier Machine Skimmed, 4 doz. in case	**3.80**

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.



Malcolm's Condensing Co.

ST. GEORGE, ONTARIO

BENGER'S Food

Copyright Design.

For INFANTS, INVALIDS and the AGED.

GOLD MEDAL AWARDED

Health Exhibition, London, Adelaide and Melbourne.

The "LANCET" describes it as:
"Mr. Benger's admirable preparation."

The "BRITISH MEDICAL JOURNAL" says:
"Benger's Food has by its excellence established a reputation of its own."

Circulars & Showcards on application.

Benger's Food and other Preparations may be obtained through all Wholesale Jobbers in Canada.

BENGER'S FOOD, LIMITED,
Otter Works, ——— MANCHESTER, Eng.

199C

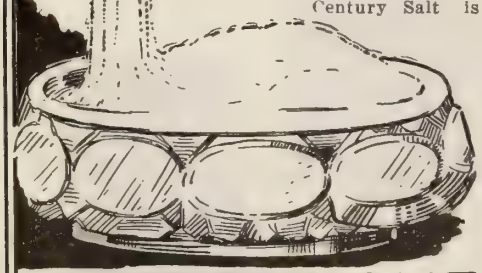
CENTURY SALT

TRADE MARK

Century salt put the cents in the profits

Century Salt is not combined with cheap ingredients, the housewife gets full value for her money. Pure Salt goes further and gives infinitely better results.

Century Salt is refined and purified to the last degree. The dealers who handle get the profits.



THE DOMINION SALT Co LIMITED
SARNIA, ONT.

GELATINE.

Knox Plain Sparkling Gelatine (2-qt. size), per doz..	1 30
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.....	1 30
Cox's Instant Powdered Gelatine (1-qt. size), per doz.	1 10

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case.....	0 60
No. 2, 2 doz. in case.....	0 95
No. 3, flats, 2 doz. in case	1 15
No. 3, tails, 2 doz. in case	1 35
No. 6, 1 doz in case.....	4 00
No. 12, ½ doz. in case.....	6 50

EBY-BLAIN, LIMITED, TORONTO. ANCHOR BRAND.

Ammonia Powder— "Anchor"	Per case.
50 cases, 6 doz.	$2 50
10 cases, 3 doz.	2 50
5 case lots, freight prepaid, Ontario points ..	2 25

Baking Powder— "Anchor"	Per doz.
4 oz. tins, cases 4 doz....	0 67½
6 oz. tins, cases 4 doz....	0 90
8 oz. tins, cases 3 doz....	1 20
12 oz. tins, cases 3 doz...	1 65
16 oz. tins, cases 2 doz...	2 00
2½ lb. tins, cases 1 doz..	4 50
5-lb. tins, cases 1 doz....	8 40

Chocolate—Unsweetened— "Anchor"	
10c cakes, boxes 2 doz...	0 90

Cocoa—"Anchor"	Per doz.
10c tins, cases 4 doz.....	0 90
	Per lb.
¼s, tins, cases 4 doz....	0 36
½s, tins, cases 2 doz....	0 35
1s, tins, cases 1 doz.....	0 35

Coffee—"Anchor"	Per lb.
1 lb. tins, whole or ground, cs., 30 lb.	0 36
2 lb. tins, whole or ground, cs., 30 lb. ...	0 35

Cream of Tartar— "Anchor"	Per doz.
2 oz. pkgs., box 4 doz.....	$ 0 90
3 oz. pkgs., box 3 doz.	1 35
¼ oz. pkgs., box 4 doz. ...	1 75
½ oz. pkgs., box 4 doz....	3 50
½ oz. tins, box 4 doz.....	3 75
1 oz. tins, box 2 doz.....	6 00

Flavoring Extracts—"Anchor"	
20c bottle	$ 1 15
½ oz. bottle	2 50
4 oz. bottle	4 00
8 oz. bottle	7 50
16 oz. bottle	14 40
32 oz. bottle	28 80
80 oz. bottle	60 00

Flour—Potato—"Anchor"	Per doz.
Cases 2 doz.	1 20

Icings, Prepared—"Anchor"	
10c pkgs., cases 3 doz. ..	1 00

Mustard, D.S.F.—"Anchor"	
50c tins, boxes 4 doz. ...	0 50
10c tins, boxes 4 doz. ...	0 95
	Per lb.
¼s, tins, boxes 12 lbs. ...	0 40
½s, tins, boxes 12 lbs. ...	0 39
1s, tins, boxes 12 lbs.	0 38

Rice, Special Grain— "Anchor."	Per doz.
Cases 2 and 4 dozen.....	0 90

"Anchor" Brand	Per case.
Shaker Table Salt, free running, cases 2 doz., case.	1 60

"GOLD MEDAL" COFFEE.

Whole or Ground—	Per lb.
½ lb. tins, cases 30 lbs...	0 37
1 lb. tins, cases 30 lbs....	0 36
2 lb. tins, cases 30 lbs....	0 35

"GOLD MEDAL" ROLLED WHITE OATS.

	Per case.
25c pkgs., cases 12 pkgs....	2 50

"KING" NAPHTHA BORAX WASHING COMPOUND.

5c pkgs., cases 50s	1 90
5c pkgs., cases 100s.....	3 75
10c pkgs., cases 3 doz...	3 50

"KOLONA" CEYLON TEA.

	Per lb.
40c black, green or mixed, ½ and 1 lb. pkgs.....	0 30
50c black, green or mixed	0 35
60c black, green or mixed	0 42
80c black, green or mixed	0 55

	Per doz.
"Meat of Wheat" Breakfast Food, cases 2 doz..	1 45
"Wheat - Os" Breakfast Food, cases 2 doz.....	1 45

	Per doz.
"Piccaninny" pancake and buckwheat	1 00

LAPORTE, MARTIN, LIMITED.

Montreal Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 qts., case..	6 00
Efficace	6 50
Neptune	7 00
San Rival	8 00

VICHY LEMONADE.

La Savoureuse, 100 pts., cse.	10 00

CASTILE SOAP.

"Le Soleil," 72 p.c. Olive Oil.

Cs. 25 11 lb. bars, lb.	0 11
Cs. 200 3½ lb. pieces, cs..	5 50
Cs. 12 3 lb. bars, lb.	0 11½

ALIMENTARY PASTES.

BLANC & FILS.

Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.....	0 08½
Box, 25 lb., loose	0 08

Imported Peas "Soleil."

	Per case
Sur Extra Fins, 40½ Flac, cs.	$11 00
Sur Extra Fins, 100 ½ kilo, cs.	17 00
Extra Fins, 50 1 kilo, cs...	15 50
Extra Fins, 100 ½ kilo, cs.	16 00
Tres Fins, 100 ½ kilo, cs..	14 50
Fins, 100 ½ kilo, cs.	12 50
Moyens, No. 2, 100 ½ kilo, cs.	10 00
Moyens, No. 3, 100 ½ kilo, cs.	9 00

MINERVA PURE OLIVE OIL.

Case—	
12 litres	8 00
12 quarts	7 00
24 pints	7 50
24 ½ pints	5 00
Tins—	
20s, ⅛ gal.	3 00

CANNED HADDIES

"THISTLE" BRAND.

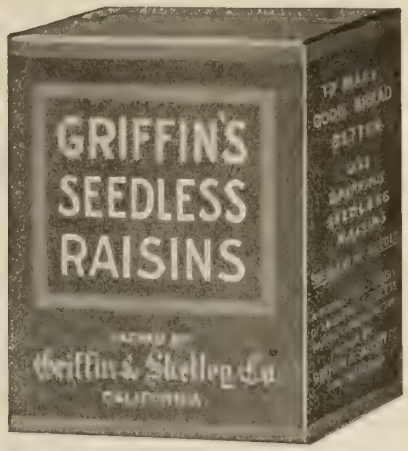
A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	$5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.







Three foods with but a single thought—

Quality

Ask Your Grocery Salesman.

CANADIAN REPRESENTATIVES:

HALIFAX: GRANT, OXLEY & CO. MONTREAL: A. P. TIPPET & CO. TORONTO: W. G. A. LAMBE & CO.
WINNIPEG, SASKATOON, CALGARY, REGINA, EDMONTON: MASON & HICKEY.

To the Wholesale Trade

Our Liverpool house is in close touch with all the British and East India markets, and also with the European markets that are still open. If there are any goods you require which under present extraordinary circumstances you are unable to procure from your usual channel, kindly let us have particulars, and if the goods are at all obtainable, we will get you lowest prices promptly by cable.

WEST INDIA COMPANY, LTD.

St. Nicholas Building, - - MONTREAL

Diamond Cleanser

Has no equal as a cleaner.
Perfectly odorless.
Harmless to hands.

COSTS $3.00 PER CASE
four doz. cans to case

SELLS at 3 for 25c
or 10c a can

giving the grocer a good profit. Five case lots cost $2.85 a case.
Handled by all jobbers.



Manufactured by
Stephens, Welch & Co.
7 Ossington Av., Toronto

BEST INCORRODIBLE

TEA LEAD

ALL SUBSTANCES AND SIZES

Grey & Marten, Limited

City Lead Works: Southwark Bridge, London, England

Telegraphic Address: Amalgam, Boroh, London; Code A.B.C., 5th Edition

AGENTS: TORONTO, C. H. Anderson, 50 Front Street East
HALIFAX, Curren, Hart & Co., 45 Bedford Row
ST. JOHN, N.B., S. Norman Sancton

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper

Thanksgiving Specials

Cranberries
Tokay Grapes
Italian Prunes

Chestnuts, Almonds, Walnuts, Filberts, Pecans and Brazil Nuts.

We are offering very low prices on Brazil Nuts.

We can handle your consignments of

Poultry, Butter, Eggs, Etc.,

to good advantage.

WHITE & CO., Ltd., Toronto

Branch at Hamilton.



"Paterson's Worcestershire Sauce

has come to mean so much to my customers, I just wish you could drop into my store of a Saturday evening and notice the many calls I have for Paterson's. Seems most everybody in my locality has come to know the greater zest and satisfaction of Paterson's. Naturally Paterson's is an easy and profitable seller."

Wouldn't you like to say the same about your sauce sales? Just write your nearest wholesaler regarding Paterson's.

ROWAT & CO.
GLASGOW, SCOTLAND

CANADIAN DISTRIBUTORS:

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 00
Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 90
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 38
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 5c bars, 24 bars, per box	0 90
Almond nut bars, 4 bars per box	0 90

EPP'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½, and 1-lb. tins, 14-lb. boxes, per lb.	0 35
10c tins, 3 doz. in box, doz.	0 90

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. O.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 30
Navy chocolate, ½'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ½'s	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case.
Eagle Brand, each 4 doz.	$ 6 25
Reindeer Brand, each 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 60
Gold Seal Brand, each 4 doz.	5 60
Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each, 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. tins, 2 doz. to case, weight 35 lbs.	39
1 lb. tins, 4 doz. to case, weight 80 lbs.	38

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb. tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, per lb.	27

Shipping weight, 50 lbs. per case.

MINTO BROS.

MELAGAMA COFFEE.

1s, ½s, B. or G.	0 25	0 30
Do.,	0 32	0 40
Do., 1s	0 35	0 45
Do., 1s	0 38	0 50

MINTO COFFEE.

M Bean or Gr.	0 38
I Bean or Gr.	0 35
H Bean or Gr.	0 32
T Bean or Gr.	0 30
O Bean or Gr.	0 38
Spec. Gr. Compound	0 25

Packed in 30's and 50-lb. case. Terms—Net 30 days prepaid.

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	$1 15
2 oz. bottles, per doz., weight, 4 lbs.	2 20
2½ oz. bottles, per doz., weight 6 lbs.	2 50
4 oz. bottles, per doz., weight 7 lbs.	4 00
8 oz. bottles, per doz., weight 14 lbs.	7 50
16 oz. bottles, per doz., weight 23 lbs.	14 40
32 oz. bottles, per doz., weight 40 lbs.	28 80
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE

Special Delivered Price for Canada

	Per doz.
½-oz. (4 doz. case) weight 9 lbs., retail each 15c.	$1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each $1.50.	13.00
Pint (1 doz. case), weight 29 lbs., retail each $3.	25 00
Quart (1 doz. case), weight 53 lbs., retail each $5.50.	47 75
Gallons, each, retail each $20	17 15

ROYAL



BAKING POWDER

Absolutely Pure

The only baking powder made with Royal Grape Cream of Tartar

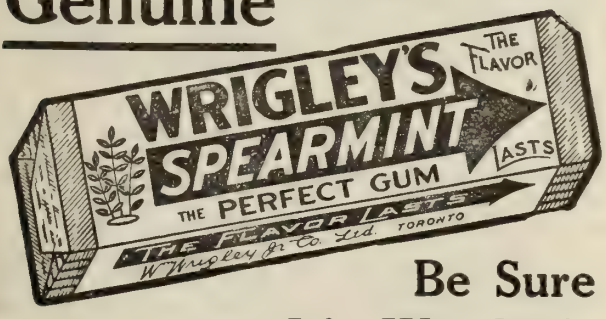
No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

THERE IS NO SUBSTITUTE

Get the Genuine



Be Sure It's Wrigley's

The Supreme Court of Ontario has issued an injunction against the manufacture and sale of an imitation Wrigley's Spearmint.

We want to protect dealers from the mushy, granulating gum that kills sales. Poor, cheap imitations harm you and harm the public, as well as us. The genuine Wrigley's brings added sales—added profits. Get Your Share of the Benefit of Our Advertising!

Only Wrigley's has the Spear

Wm. Wrigley Jr. Co., Ltd., 7 Scott Street, Toronto

MINCE MEAT

WE are putting up a line of fine OLD ENGLISH MINCE MEAT in quart self-sealing glass jars that can be sold retail at 35c each, and they contain two and a half pounds net. This is the handiest and neatest way to handle Mince Meat, and it is at the same time, the most profitable.

Our Mince Meat is made of the best new fruits and purest spices, put up under the inspection of the Dominion Government and with the greatest care and cleanliness.

Also Sold in 80-lb. Kegs
40-lb. Kegs
20-lb. Kegs
5-lb. Tins

F. W. Fearman Company LIMITED

HAMILTON



The select of the fishermen's catch

The sweet, freshly caught fish are scientifically prepared and packed by the Connor process. All the fresh ocean flavor is fully retained. The deliciousness of *Brunswick Brand* Sea foods are enjoyed by the masses throughout the Dominion.



For quick selling and customer satisfaction there is nothing that surpasses these Brunswick lines:

¼ Oil Sardines,
¾ Mustard Sardines,
Kippered Herring,
Herring in Tomato Sauce,
Finnan Haddies (oval and round tins)
Clams,
Scallops.

Better fill in your stock now and get your share of the profitable summer fish sales.

Connors Bros.
Limited
Black's Harbor, N.B.

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F. O. B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63
	Per jar.
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

VERMICELLI AND MACARONI

C. H. CATELLI CO., LIMITED.

Hirondelle Brand.
Prices for Quebec.

	1 lb. pkgs.	loose.
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs., cases	.7	6½
Egg noodles, case 10 lbs., loose; cases 60 pkgs., ½ lb. each	.7½	7
Marguerite Brand.		
Same assortment as above	6½	6

Catelli Brand.

Vermicelli, Macaroni, Spaghetti, 30 lbs. (loose)		5½
30 lb. cases, 1 lb. pkgs		5½

Terms, Net 30 days.
Ontario.

L'ETOILE (STAR) BRAND.
Freight Prepaid.

1 lb. pkg., 25 cases or more	.07½
1 lb. pkg., less than 25 case lots	.07½
5 lb. box, loose, per lb	.05½
10 lb. box, loose, per lb	.05½
21 lb., loose, long, per box	1.50

Terms, net 30 days.

WHITE SWAN LYE

Single Cases, 4 doz.	$3 40
3 case lots, 4 doz.	3 30
5 case lots, 4 doz.	3 20

Shipping weight 50 lbs. per case.

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. $ 0.90

List Price.

JELL-O.

Assorted case, contains 2 doz 1 80

Straight.

Lemon, contains 2 doz	1 80
Orange, contains 2 doz	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz	1 50
Cherry, contains 2 doz	1 80
Peach, contains 2 doz	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz 2 50

Straight.

Chocolate contains 2 doz	2 50
Vanilla contains 2 doz	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz	2 50
Unflavored contains 2 doz.	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap.
Packed 100 bars to case.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 90
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD., EDWARDSBURG

BRANDS and

BRANTFORD BRANDS

Boxes.	Cents.
Laundry Starches—	
40 lbs., Canada Laundry	.06¼
40 lbs., Boxes Canada white gloss, 1 lb. pkg.	.06¾
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs., No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs No. 1 white	.06¾
200 lbs., bbls., No. 1 white	.06¾
0 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water) per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch	.06½
(120-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.60
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07
Barrels, 200 lbs.	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss—	
1-lb. fancy cartons cases 30 lbs.	.07½
8 in case	.07¾
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08
Kegs extra large crystals, 100 lbs.	.07
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07½
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07½
(20-lb. boxes ¼c higher than 40's.	

UNCHANGED!

From Coast to Coast the price on

WETHEY'S

CONDENSED MINCE MEAT

is absolutely unchanged.

THERE HAS BEEN NO ADVANCE.

We have protected the trade and ourselves for some time to come.

J. H. Wethey, Limited

ST. CATHARINES, ONTARIO

OYSTERS

The Cheapest Food Obtainable

If you have not been handling oysters before, you should start right in now to feature them. There are so many good selling facts about oysters that you can't afford to be without them.

Our oysters are from the deep waters of Long Island Sound and are forwarded to us direct by express every day. They have been satisfying our many customers for 25 years. Let us supply you.

We will also supply you with neat **white-enamelled Refrigerator Display Cases** at **Factory Cost.**

THE HOUSE OF QUALITY

Hugh Walker & Son

Established 1861

Guelph and North Bay

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S.**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

Special

on

Brooms

only while they last.

4 String,	No. 100,	$3.00	line at	$2.40
4	"	"	200, $3.20	"	$2.60
4	"	"	300, $3.60	"	$3.00

Regular goods.

Walter Woods & Co.

HAMILTON

Buyers' Guide

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

Raw Materials and Equipment

Some of the largest bakers in America are placing the buying of their materials and equipment in our hands. They know that they get better value through us.

The Biscuit & Cracker Mfrs. Co.
105 Hudson St. New York City

WRITE TO
10 Garfield Chambers, Belfast, Ireland, for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

SWEET CIDER
and WINTER APPLES

Write for quotations to

Lakebourne Farms Limited
Brigh on, Northumberland Co., Ont.

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

GRATTAN & CO., LIMITED
ESTD. 1825

The Original Makers of

BELFAST GINGER ALE

Agents in Western Canada
EMERSON, BAMFORD CO.
842 Cambie Street, VANCOUVER, B. C.

"TRENT LOCK"

EGG FILLERS

FOR 30 DOZEN CASES
FOR ONE DOZEN CARTONS

THE TRENT MFG. CO., LTD.
TRENTON, ONTARIO, CANADA

STORAGE IN OTTAWA

BOND AND FREE

Direct Railway connection. Car distributing. Write for rates.

Dominion Warehousing Co., Ltd.
Phone R54. 46 to 56 Nicholas St., Ottawa.

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, GENERAL MANAGER WESTERN CANADA
TORONTO

Every Merchant who handles—

Mathieu's Nervine Powders



knows that they sell themselves. So effective are they in all cases of headaches that when once tried they are immediately recommended. Every merchant can with perfect safety recommend Mathieu's Nervine Powders as a perfectly safe and harmless remedy in all cases of headaches. Any merchant may try Mathieu's Nervine Powders at our expense, as per coupon attached. *Mathieu's Syrup of Tar and Cod Liver Oil is a specific in all forms of colds.*

The J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name .....
With (Name of firm) .....
Street .....
City or town .....Prov.....

THEY ARE GOOD OLD STAND-BYS

Baker's Cocoa and Chocolate



Registered Trade-Mark

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Limited
Established 1780
Montreal, Can. Dorchester, Mass.

HOLLAND RUSK

a food product for all seasons. It will please your customers and build a profitable trade for you.

HOLLAND RUSK COMPANY
HOLLAND, MICH.



Talk across Canada for two cents a word

WHAT DO YOU WANT TO BUY OR SELL?

A Show Case, Cheese Cutter, Coffee Mill, a Meat Slicer, a Business? Whatever your wants may be, always use this page. It is only through Canadian Grocer's Condensed Ad. Page that the fullest publicity can be given, because "Canadian Grocer" goes into the hands and is read from cover to cover by every progressive Grocer from the Atlantic to the Pacific.

Try it out.

CLASSIFIEDADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

COLLECTIONS

COLLECTIONS—ACCOUNTS AND CLAIMS of every nature collected everywhere. Send for free booklet C and forms. Commercial Collection Co., 77 Victoria St., Toronto, Ont.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134. Stair Building, Toronto.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE INSURE IN THE Hartford. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street. Toronto.

WANTED

WANTED — EXPERIENCED GROCERY clerk wishes position. Handy with sign brush and experienced in window dressing, etc. Can show excellent recommends, or can give good references. Apply, stating wages, etc., to Box 61, Canadian Grocer, Toronto. 119

WANTED—ENERGETIC MAN TO SECURE subscriptions and renewals to Maclean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Ontario.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

WANTED—A POSITION IN GROCERY AS clerk or manager. Am now manager of Grocery Dept. of Best Grocery Store in the Boundary. Address, C. J. Allen, Greenwood, B.C., Can.

WANTED BY YOUNG MARRIED MAN position as grocery clerk or manager, excellent references. Write Box 62, Canadian Grocer, Toronto. (0)

FOR SALE

GROCERS' COUNTERS AND SHOW CASES at 25% to 50% below regular price to clear stock. Special sale of samples and Exhibition cases from Oct. 1 to 15. All new goods at reduced prices. Call at special sales rooms, 120 Bay St., Toronto, or write for particulars to Jones Bros. Co., Limited, 29-31 Adelaide St. W., Toronto.

GROCERY STORE FOR SALE — EXCELlent proposition. Stock and fixtures about $3,500. Turnover $13,000 to $14,000 yearly. Will sell property with business or rent. Illness reason of selling. Good buy for quick sale. Box 59, Canadian Grocer, Toronto.

FOR SALE — CASH REGISTER, SINGLE drawer. Best condition. At half cost. Apply E. A. Stahl, Berlin. 4914

GENERAL STORE AND MEAT MARKET—phone central, in connection. On Calgary and McLeod branch C.P.R. Stock $5,500.00, turnover $1,500.00 per month. Living rooms above store. Reply to Box 57, Canadian Grocer Toronto.

FOR SALE—AN ADVERTISEMENT UNDER this heading would be seen by practically every progressive grocer in the Dominion. This means that it will be read by the very man who is in need of such a coffee mill, cash register, cheese cutter, showcase, etc., that may be standing idle in your store, and which could be turned into money by an outlay of just two cents a word. See our rates above and send your ad. along to-day.

FOR SALE — LIGHT AMBER HONEY IN 60 lb. cans. Apply L. Livesay, Onondaga, Ont.

AGENCIES WANTED

WANTED—AGENCIES FOR CONFECTIONery, biscuits, jams, canned goods and other grocery lines, on commission. R. C. Webber, 79 Merrick St., Hamilton.

ANNOUNCEMENT TO THE TRADE

We are pleased to announce to the readers of this journal that we have again secured the services of Mr. G. R. Small to act in the capacity of General Manager, therefore the trade may be assured of the old-time quality, reliability, neatness and dispatch. Mr. Small has long been recognized as the father of the



modern Maple industry; he is inventor and patentee of many Maple Sugar implements, and has been particularly instrumental in standardizing scientifically, packing and marketing the Maple Products of Canada. The outcome of this is that Small's Maple Leaf Brand has been introduced and appreciated in the markets of nearly every country, enjoying larger sales than hundreds of other brands combined.

Policy of the Company will not be materially changed; our continued aim is to supply goods of best possible value, and same, exclusively through jobbers. Jobbers will be authorized to supply the trade at a standard uniform price. We are also pleased to advise the trade that we have a large supply of Maple in stock, and other raw material contracted for at low figure, sufficient at least to more than meet usual requirements. This enables us, in spite of war conditions, to establish in our new list No. 24 prices somewhat lower than that of last season.

All goods are being labelled in conformity with the recent legislation coming into force January 1st, 1915; all Maple Sugar blocks, as in past, will be stamped with a warrantee; the nozzle of each tin will also be sealed with a warrantee, thus relieving dealers from any responsibility in connection with Pure Food Act whatsoever.

Prices and terms will be given in the columns of this journal from time to time. Write for new descriptive price list No. 25, direct to us, or our brokers, Messrs. T. M Duche & Sons, Manchester, Eng., and New York, N.Y.; Nicholson & Bain, at Winnipeg, and all western centers.

Canada Maple Exchange, Limited

MONTREAL

MONTREAL JOBBING FIRM SEEK agency for Canadian independent canners. Good references. Box 60, Canadian Grocer, Toronto. 119

AGENCY WANTED FOR VANCOUVER AND District by an A.1. man. What have you got? Write "Agent", 250 Dunsmuir St., Vancouver, B.C. (259)

Jackson's Real English Camphorated Wax Polish

THE ORIGINAL and GENUINE PREPARATION for producing a beautiful and lasting lustre on STAINED, PARQUET and HARDWOOD FLOORS, FURNITURE, FIXINGS, WOODWORK of every kind and wherever refined and durable polish is desired. Used on LINOLEUM, HARNESS, CAR and CARRIAGE HOODS, BROWN BOOTS, LEGGINGS—and all kinds of LEATHER it gives a BRILLIANT and WATERPROOF POLISH and so nourishes and preserves the material that the durability is greatly increased.

Packed in Patent Double-Lidded, Air-tight Tins.

5 SIZES.

Decorated enamel finish, Yellow, Blue and Black.



NO PAPER LABELS USED.

NO SOILED LABELS.

Will keep fresh and good for any length of time.

MANUFACTURED BY

T. S. JACKSON & SONS, Corner Wharf, Malt St., London, S.E.

Contractors to H.M. ADMIRALTY, WAR OFFICE, CROWN AGENTS to the COLONIES, etc. ESTABLISHED 1852.

Messrs. B. R. HARRISON & CO., 505 Welton Building, VANCOUVER; Messrs. HARRISON, WHITE & BARKER, 439 Lougheed Building, CALGARY; W. B. BATE & CO., 172 King St. West, TORONTO, will furnish PRICE LISTS, SAMPLES, etc., or direct correspondence to JACKSON & SONS' WORKS will receive prompt attention.



Length, 425 feet. Height, 115 feet. Capacity: 200,000 Barrels a year. Depth, 120 feet.

THE FRONTENAC BREWERIES, the finest, largest and best equipped in Canada

Frontenac Beer is Selling

Have you a stock? The new ½-doz. or full dozen cardboard package enables customer to carry it home under the arm. An idea appreciated both by latter and retailer.

Canada's Largest Brewery wants to do business with you.

THE FRONTENAC BREWERIES LIMITED, MONTREAL



Georgian Bay Apples

Famous the World over for keeping and for quality. Our Beaver Brand the best of these. We are packing and carefully grading this year. Our stock is fine this year. Can quote Fall and Winter in boxes and barrels. Quality never better and prices reasonable.

Winter stock, good per cent. of Spies, also good per cent. No. 1. Carlots our specialty. Write for prices.

Can also quote Crab Apples and Pears.

Beaver Brand Evaporated Apples. We can quote in large or small quantities. Where once tried, they are repeaters and sell themselves. Buy the best and sell more. Enquiries cheerfully answered.

ELLIS BROS.

Meaford, Ont. Box 130

Phone 79, Evap. 177, Residence 175

Apples

We will pack

10,000

barrels

of the celebrated Georgian Bay Apples this Fall. Place your orders early.

LEMON BROS.

Owen Sound, Ontario

Don't forget

"Aurora"

The best brand of

Valencias

J. J. McCabe

AGENT

TORONTO, ONT.

Readers of The Grocer, Let Us Know Your Wants

The Canadian Grocer is in a position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Canadian Grocer you are entitled to this service.

SCHNEIDER'S SAUSAGES

"Twelve Varieties"

Cool weather brings big trade for Sausage, especially when you are selling those Pure, Delicious kinds from Schneider's. Good Sausage is by far the best value in the Meat line you can supply your customers with. We make them fresh every day.

A trial order will convince

J. M. SCHNEIDER & SONS
LIMITED

Berlin, Ontario

Two Cents Per Word

You can talk across the continent for two cents per word with a WANT AD. in this paper.



Your contented smile will burst into a hearty laugh, when you have partaken of

WAGSTAFFE'S

DELICIOUS

MINCEMEAT

And Fine Old English

PLUM PUDDINGS

Mincemeat Packed in 1 lb. Glass, 2s, 5s, 7s; 25 lb. Gold-Lined Pails and 30 lb. Wood Pails.

Plum Puddings packed in 1 lb., 2 lb. and 3 lb. crocks.

SOLD BY ALL GROCERS
ASK FOR WAGSTAFFE'S

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Victoria Brand

Stands for Quality

Choice Red Sockeye

Salmon

Extra fine quality—exquisite flavor. Only the best of the meat entering the can. We are now taking orders for 1914 pack.

1s Tall, $2.25 case of 4 doz.

We positively guarantee the quality to be what we claim.

30,000 cases of Victoria Brand canned fruits and vegetables, 1914 pack.

Fruits	Vegetables
Apples	Tomatoes
Raspberries	Corn
Strawberries	Peas
Pears	Haricots
Peaches	Beets
Plums	Asparagus

We also carry a large stock of the Dominion Canners' well-known brands.

F. Lecour's

Imported Paris (Mushrooms) are always supplied where Quality is a consideration.

Laporte, Martin, Limitee

568 St. Paul St., Montreal

Domolco Molasses is more wholesome than clover honey

It finds favor in the household—on the table and for cooking—ten times to the one of honey. Domolco Molasses is made from the finest quality Barbadoes sugar cane and is put through our own special process, which makes it as pure as pure refined clover honey and much more wholesome.

Our extensive advertising has placed Domolco in thousands of Canadian homes and built up a steady, increasing demand.

Why not take advantage of the popularity of Domolco and increase your revenue?

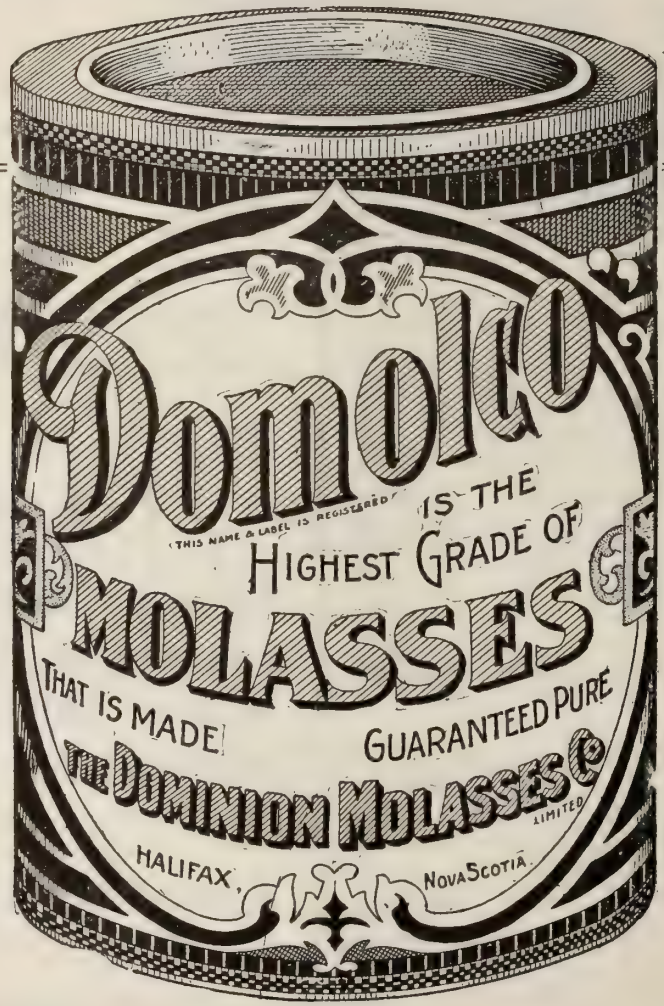
Write to-day for prices.

Distributors for Manitoba and Saskatchewan
Messrs. The W. H. Escott & Co., Limited, Winnipeg

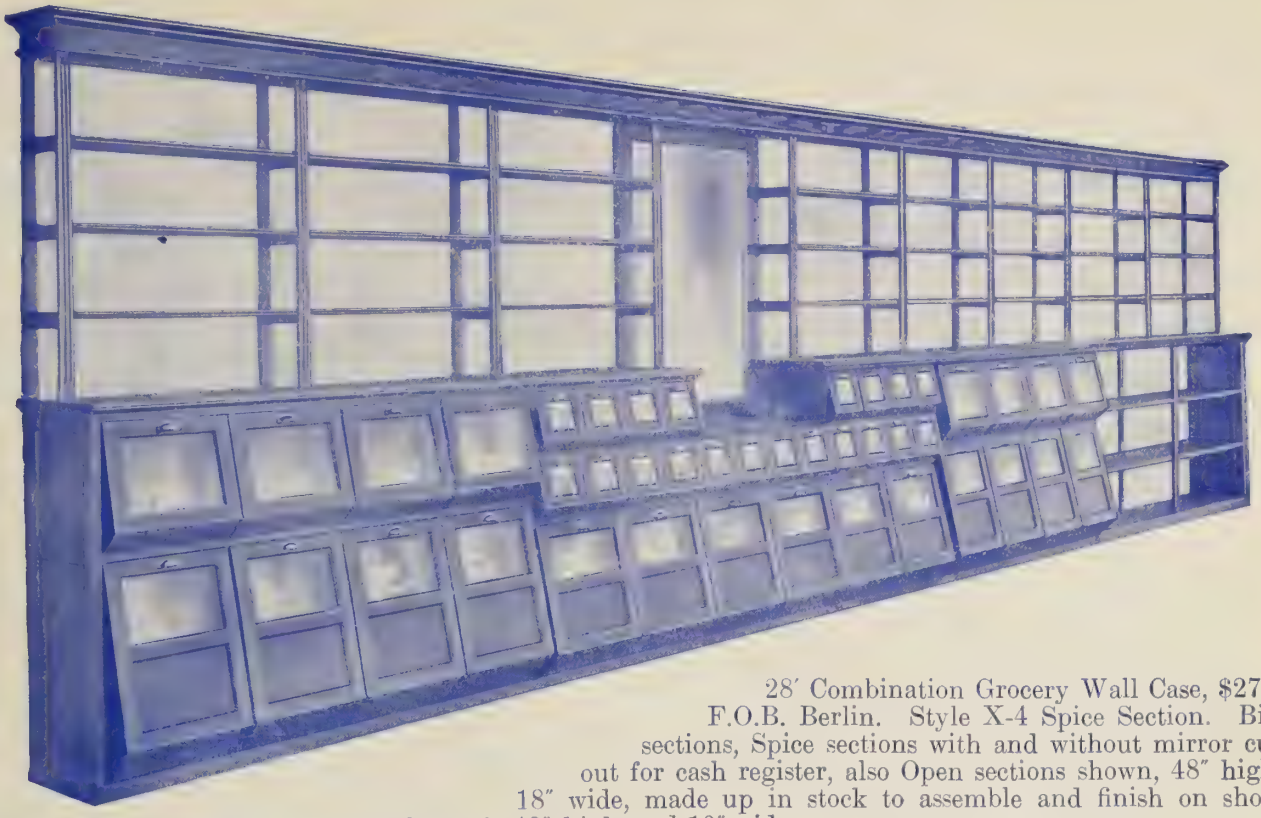
The Dominion Molasses Co., Limited

Halifax **Nova Scotia**

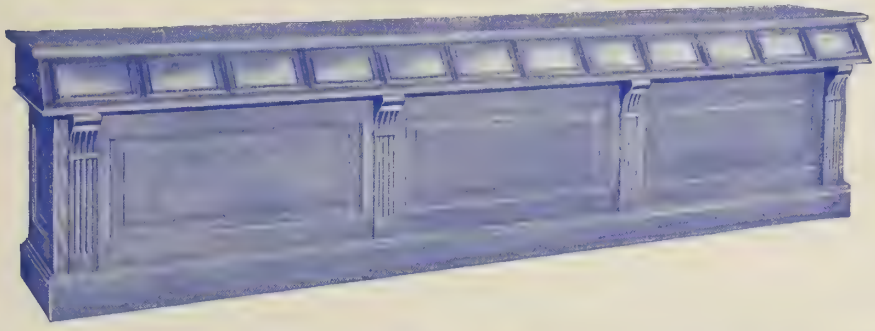
The widely advertised molasses



Pure in quality delicious in flavor



28′ Combination Grocery Wall Case, $275 F.O.B. Berlin. Style X-4 Spice Section. Bin sections, Spice sections with and without mirror cut out for cash register, also Open sections shown, 48″ high, 18″ wide, made up in stock to assemble and finish on short order in all lengths. Shelving shown is 48″ high and 10″ wide.



Counter No. 11. Best sales counter made. Bevel glass display is up in line of vision and avoids breaking of glass and unsightly appearance often seen in full glass front counters.

With shelves .. ....$6.25 ft.
1 row bins ... . 8.25 ft.
2 row bins ... . 8.75 ft.
F.O.B. Berlin.

Lengths 10 feet and up. Any variation of rear equipment to order. Use the roomy *Patented Bins,* air-tight and sanitary, instead of awkward, out-of-date drawers for foodstuffs.



Send your floor plan and specifications, and get particulars of refitting to reduce cost of doing business and waste of stock in your store

The Walker Bin and Store Fixture Co., Ltd.

BERLIN, ONTARIO

Despite the high prices prevailing, the Demand and Consumption of

CANNED LOBSTERS

in the Dominion of Canada are increasing annually. The volume of pack is smaller.——Customers insist more and more for reliable brands.

Owing to the War

it is expected that next season some of the best qualities hitherto exported to Germany and other Continental Markets will be available for the Canadian Trade.

To Secure Uniformity of Quality

and render this branch of the Grocery business satisfactory to both Wholesaler and Retailer, all BUYERS—catering for high-class trade—will do well to handle

"ENCORE BRAND"

A Standard quality in the Export trade for 35 years

The Product of the Largest Lobster Shippers and Packers in the World

A big demand for all classes of Canned Foods is anticipated this Winter. Your stock will not be complete without Canned Lobsters. Ask your Wholesale Grocer for "ENCORE" BRAND.

FEATURING RETAIL BUSINESS CONDITIONS

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII PUBLICATION OFFICE: TORONTO, OCTOBER 9, 1914 No. 41

SAFETY FIRST

If all claims were to be taken seriously, this world would be a dilemma. It accordingly is up to the individual merchant to prove or disapprove. Fortunately for our line this is not difficult.

In opening your package put your oyster dipper down into the centre of the meats. You will note our stock is positively solid. If the stock from our competitor is not equally as solid, there is that much to our credit, which would represent from a pint to a quart in the package. Examine the thickness of the meaty part of the oyster, also compare them as to firmness. These tests are simple and will tell the story.

We do not pose as a cheap house, but we claim, however, that all points considered, our proposition will afford you value and bring returns that compare favorably with any other source of supply.

How frequent the consumer buys oysters depends entirely on the satisfaction they experience in eating them, and while many are coming to appreciate that oysters are an economy, and will as a result of that conviction purchase them as a matter of saving, there are still a great many people who regard oysters as a luxury, and with conditions as they are this year, it will be necessary for your stock to show up pretty nice to coax any sales from that class of trade.

We are exclusively oyster people confining ourselves absolutely to oysters and the things necessary for their proper handling, viz., Display Cases and Paper Pails. It is a fact that we are the only people in Canada who have a display case that will do your store credit. We have also the Empire non-leakable paper pail which is the acme of efficiency in that line. If you are interested in service and further particulars, write us.

Connecticut Oyster Company

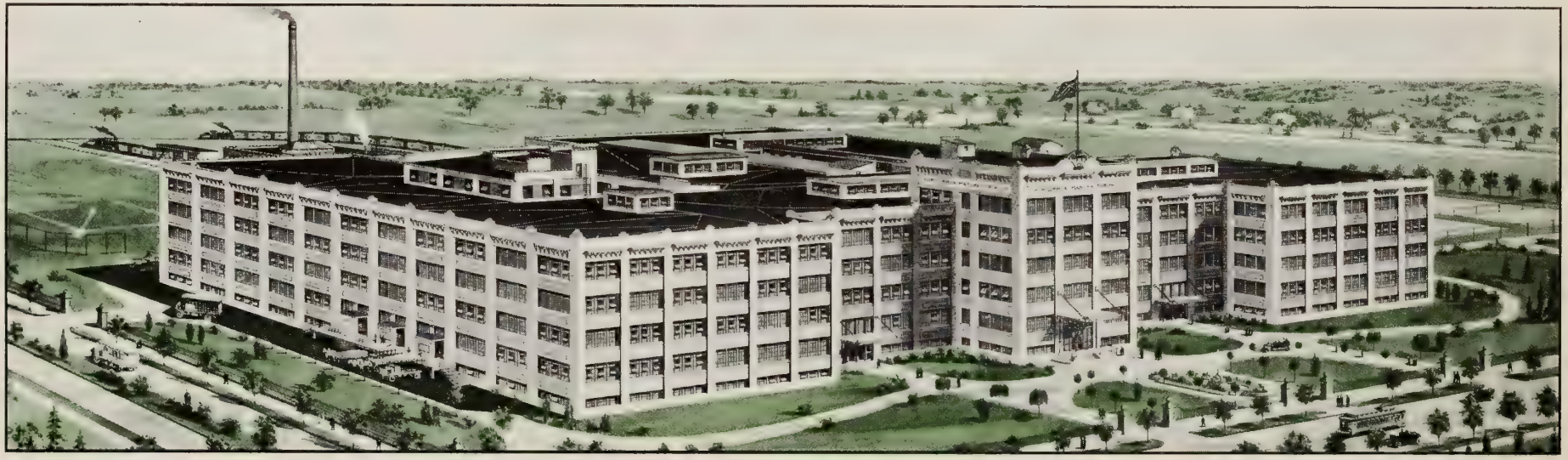
"Canada's Exclusive Oyster House"

50 JARVIS STREET - - - TORONTO, ONT.

McCORMICK'S

New, Snow-White, Sunshine Biscuit and Candy Factory —— Just Completed

LARGEST, MOST MODERN, MOST SANITARY FACTORY OF ITS KIND IN AMERICA



Home of Jersey Cream Sodas and hundreds of varieties of high-class fancy sweet biscuits and candy

THE factory is pure white, both inside and out, finished on the outside with white terra cotta, and on the inside with white enamel and tile.

It is of reinforced concrete construction, absolutely fireproof, with sprinkler system throughout.

The factory is operated entirely by electricity—practically no shafting or belting used, eliminating all danger from accidents, etc.

We have our own private railway switch. Eight carloads can be loaded and unloaded at the same time.

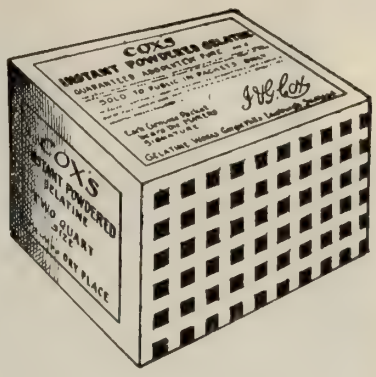
Abundance of light.

Impossible for mice and rats to exist, owing to the construction of the building.

Every accommodation made for employees, such as sunshine dining-rooms, where meals are served at cost, rest rooms, reading rooms, Red Cross department, gymnasium, smoking room, dressing and locker rooms, lawn tennis court, baseball diamond, in fact everything for the accommodation and convenience of the employee.

THE McCORMICK M'F'G CO., LIMITED - - - LONDON, CANADA

Branches—Montreal, Ottawa, Hamilton, Kingston, Winnipeg, Calgary, St. John, N.B., Port Arthur



Just now in Europe the future destinies of nations are being tipped in the balance. It is the supreme test of merit and service —the survival of the fittest. And just now, right here in Canada, hundreds of grocers are reaping the benefit of the supreme test of merit COX'S INSTANT GELATINE has withstood for over a quarter of a century. And reaping it in the dollars and cents of increased and steady profits. Why not let the merit and reputation of

COX'S

INSTANT POWDERED GELATINE

earn easy profits for you? The wholesaler in your locality will gladly supply you.

The Barr Account System is working against the accumulation of bad debts all the time

Because: With each purchase the counter check shows your customer what he owes to date—is a reminder to both yourself and customer how the account stands. Burying accounts in *your* books until monthly statements are made hides the indebtedness from yourself and customer—and the size of the bill at the end of the month is often a shock—disputes usually arise.

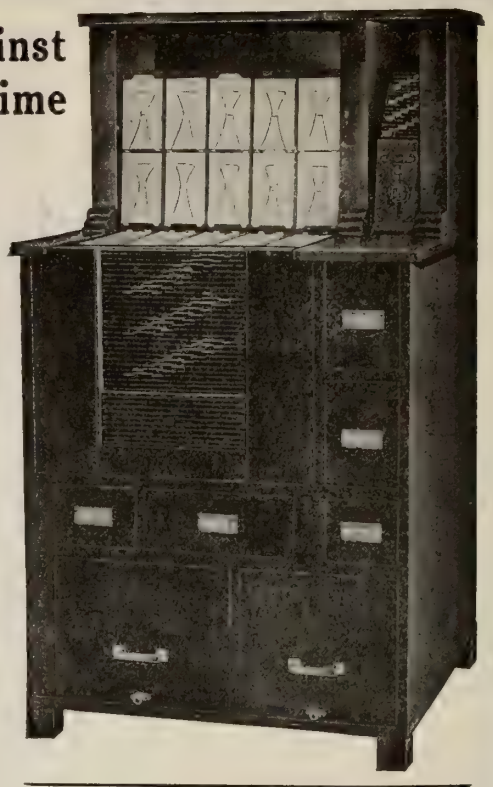
With the Barr Account System, when the day is over, you have gently reminded all your credit customers of the standing of their account—have posted all your books "up to the minute."

Special Notice to Merchants

The Barr Register is a bona-fide Canadian invention, fully protected by valid patents. There never have been any legal proceedings against above patents, notwithstanding all competitors' talk to the contrary. We make this announcement as we understand that some merchants have been imposed upon and induced to buy other Account Registers through such talk.

Barr Registers Limited - Trenton, Ont.

GREAT BRITAIN: Head Office, Dacre House, 5 Arundel St., Strand, London, W.C. FACTORY: Birmingham, England



Barr Account Registers are made for any number of accounts—in counter cabinet style and in floor cabinet style (illustrated), combining desk, credit register and filing cabinet.

THE

ARCTIC

FISH DISPLAY CASE

You know that fish is a money-maker, especially now that it is the most economical meat. The demand is growing.

Why not add to your daily profits by handling fresh fish and displaying them in an **Arctic Case?**

Write for full particulars.

John Hillock & Co., Limited

TORONTO

AGENTS:—Western Ontario: J. H. Galloway & Co., Hamilton. Saskatchewan: Western Butchers' Supply Co., Regina, Sask. Montreal: W. S. Silcock, 33 St. Nicholas St.

Get these Lines NOW for Larger Profits

So well have the satisfying qualities of Rose Quesnel and Master Mason Smoking Tobaccos and King George Navy and Maple Sugar Chewing Tobaccos met with the unquestioning approval of Canadian tobacco users, that large and continuous sales are assured. Don't wait until they go elsewhere for these tobaccos. Stock them yourself to-day and realize the good profits they offer. Your wholesaler is ready to supply you.

The Rock City Tobacco Co.

Winnipeg and Quebec

Let E.D.S. Advertising Bring You Easy Sales

Wherever the eyes of the nation may roam, in the street cars, the newspapers, the magazines, there they come under the influence of E. D. S. advertising. There they are persuaded of the taste-tempting deliciousness and wholesomeness of

E.D.S. Jams and Jellies

Naturally, the many grocers handling the E. D. S. lines find they require no effort to sell, and quickly move from the shelves. The mere suggestion of their high quality and natural flavors is all that is needed to arouse a keen desire for them.

Why not let E. D. S. advertising bring easy sales for you? Why not let E. D. S. quality and purity bring you large and growing profits? Write us just how many cases you wish for trial order. Write us to-day.

E. D. Smith & Son Limited

WINONA ONTARIO

AGENTS:

NEWTON A. HILL	Toronto
W. H. DUNN	Montreal
MASON & HICKEY	Winnipeg
R. B. COLWELL	Halifax, N.S.
A. P. ARMSTRONG	Sydney, N.S.



Don't let this Fall Hunting Season pass without getting your share of the heavy sales in Condensed Milk, Coffee and Cocoa. By far the best sellers are the ever-popular

Borden Brands

and present indications are that the coming season's sales will excel even previous records.

But Borden's is an all-year-round seller; its usefulness is established in the minds of prudent housewives.

Write your wholesaler to-day for complete information and dealers' prices.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Building
Vancouver, B.C.



JAPAN TEAS are the most satisfactory for the Jobber, Retailer and Consumer. There are four distinct crops in a season. From the first picking to the last in fourth crop there are numerous grades and therefore numerous prices. Character and excellent cup quality throughout.

FURUYA & NISHIMURA

Montreal, Chicago, New York and Shidzuoka



JONAS' EXTRACTS

have a reputation established over 44 years.

IF you want an extract that you can honestly say for it,—"Yes, madam, this is an extract that I can safely stake my reputation on," you have it in Jonas' Extracts, for they are the result of over forty-four years of practical experience in extract manufacturing.

They turn (so-called) Cranks into friends for your store because of the entire satisfaction they give.

Now is the time to try Jonas' Extracts out.

HENRI JONAS & CO. (Established 1870) Montreal



Small Fruits (*Pure, Fresh, Ripe*) **and fine fresh apples make a superior quality jam that sells at a moderate price** (*It's pure & delicious*)

that's Rose Brand

(SELLS AT THE PEOPLE'S PRICE)

Only the finest quality fruits are used in this Jam, made in following flavors: Strawberry and Apple, Raspberry and Apple, Peach and Apple, Crab Apple, Black Currant and Apple, Plum and Apple. In the popular glass tumblers and other packages.

Write for Prices.

FRETZ LIMITED

HAMILTON, CANADA

Agents:
Amos B. Gordon Co., Toronto, Ont., General Sales Agents.
A. A. Adams, Agent for Hamilton, Ont.

Quality and Quantity

WILL ALWAYS WIN

That is why our new piece

NIGHT STICKS

is selling so well.

A big cent's worth of delicious quality Flexible Licorice.

Order from your Wholesaler.

Everything in Licorice for Grocer, Druggist and Confectioner.

National Licorice Company

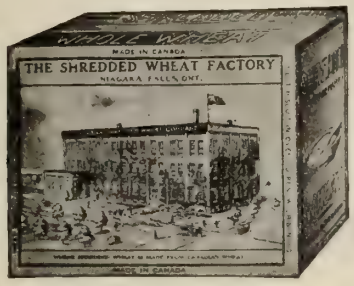
MONTREAL

Not Sold by Weight

The nutritive value of a prepared food is not determined by weight. The purity and food value of

Shredded Wheat

are in the shredding process—the best process ever discovered for preparing the whole wheat grain in a digestible form. We are not selling the raw wheat at so much per pound. Considering its high nutritive value, Shredded Wheat is the cheapest food on earth. It is the one universal staple breakfast cereal, always clean, always pure, always the same price.



TRISCUIT is the Shredded Wheat Wafer — a crisp, tasty, whole wheat toast—delicious with butter, cheese or marmalades.

Shredded Wheat Biscuit is packed in odorless spruce wood cases, which may be readily sold for ten or fifteen cents, thereby adding to the grocer's profits.

Made by

The Canadian Shredded Wheat Co. Limited
Niagara Falls, Ont.

Toronto Office :—49 Wellington St. East.

(56-A)

ALL BRITISH

The wave of enthusiasm for all things British which is sweeping the Empire during the War will be reflected in the household purchases.

To the question, "Is it British?" you can safely reply "Yes,"—when recommending:—

OCEAN BLUE
Gipsy Stove Gloss
Linoleo Floor Wax
Glosso Metal Polish
ZOG

THE PAINT CLEANER.

Order from your Wholesaler.

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia & Yukon: Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.

The high-grade confection with the different flavor and small price

BORDO CHOCOLATES



60% Profit

It requires no educating of your customers' taste to create a demand for these delicious, high-grade chocolates. Simply introduce them and their quality, flavor and price will do the rest.

They take the place of Dollar-the-pound goods,

because they equal them in every way, yet they sell at a moderate price and give you a profit of 60%. A FREE sample will be gladly sent on request.

Packed in 10c packages, ½ lb. boxes, 1 lb. boxes, 5 lb. boxes.

The Montreal Biscuit Company

The Originators **MONTREAL**

LYTLE
makes a
NEW LINE

The choicest line of pickles ever offered the Canadian trade, and the best of it is they are "MADE - IN - CANADA" goods.

High-Grade Sour, Mixed.

High-Grade Sweet, Mixed.

Mixed Gherkins, uniformly sized.

Sour Gherkins, uniformly sized.

Get them on display in your store NOW. This new line comes in

10 gal. Polished Oak Kegs

Just to convince yourself that this new line is a winner, let us send you a keg as a trial order. Send for it to-day.

T. A. Lytle Co., Limited
Sterling Rd., Toronto

VICTORY AT LAST!

The Government passed a Bill, May 6th, 1914, which goes into effect January, 1915, and is a decisive victory in the interest of purity

IN THE MAPLE INDUSTRY

The Bill reads as follows:

4. The following section is inserted immediately after section 29:—

"29a. No person shall manufacture for sale, keep for sale, or offer or expose for sale, as maple sugar any sugar which is not pure maple sugar, nor as maple syrup any syrup which is not pure maple syrup, and any maple sugar or maple syrup which is not up to the standard prescribed by the Sixth Schedule to this Act, or, if such standard is changed by the Governor in Council, to such standard as the Governor in Council may from time to time prescribe, shall be deemed to be adulterated within the meaning of this Act.

"2. The word "Maple" shall not be used alone or in combination with any other word or words on the label or other mark, illustration or device on a package containing any article of food or on any article of food itself which is or which resembles maple sugar or maple syrup; and no package containing any article of food or any article of food itself which is not pure maple sugar or pure maple syrup, shall be labelled or marked in such a manner as is likely to make persons believe it is maple sugar or maple syrup which is not pure maple sugar or pure maple syrup, and any article of food labelled or marked in violation of this subsection shall be deemed to be adulterated within the meaning of this Act."

You are absolutely safe in stocking

PRIDE *of* CANADA

from the Pure Maple Sap

Maple Tree Producers' Assoc.
Limited
58 Wellington Street, Montreal

AGENTS:—W. L. Mackenzie & Co., Winnipeg; Oppenheimer Bros., Vancouver; S. H. P. Mackenzie, 32 Church Street, Toronto; Canadian Maple Products Co., Limited, 1 Endell Street, Long Acre, London, W.C., England.



War or no war, Simcoe Baked Beans are the best food value on the market.

Order Now

DOMINION CANNERS LIMITED

HAMILTON, CANADA



A
22 CARAT-INVESTMENT

SILVO is the improved polish, ideal for cleaning the most delicate silver. Ordinary polish necessitates heavy rubbing, this in time wears down the plate. SILVO is quite different from all other polishes on the market because:—Friction is reduced to a minimum—the Plate is preserved and a brilliant shine is obtained with less work. And the SILVO shine lasts.

SILVO

is the Gem of Polishes in every home and a 22 carat investment in every store, showing a good profit on every tin sold.
Write for trial sample and prices and prove its polishing advantages.

RECKITTS' (Oversea) Ltd.,
122, Wellington Street West, TORONTO.

THE NAME "FAIRBANK" MEANS SOAP SURETY

GOLD DUST



is so well known, due to our extensive and persistent advertising, that any grocer can sell it, and it's so well liked on account of its cleansing power—so sure to give satisfaction, that it pays to sell it as often as possible.

It will pay you to push GOLD DUST, because you can sell more of it, and sell it with less effort, than any other washing powder, and because it will please your customers, which means holding them.

"Let the Gold Dust Twins Do Your Work."

The N. K. Fairbank Co., Limited
MONTREAL

Stock of Special "Class"

gives dignity to the entire stock of a grocery. Even though you use only moderate quantity of quality goods, there is no wiser selection for you than

CARR'S BISCUITS



With such stock on hand you invite a trade that will advertise you and make you successful.

Carr's Biscuits are packed for export in air-tight tins.

Write for Prices.

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Limited, Montreal; Dunn-Hortop, Limited, Toronto: Hamblin & Brereton, Limited, Winnipeg, Man., and Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.

"SOVEREIGN" SALMON



FINEST BRITISH COLUMBIA SOCKEYE

QUALITY IS OUR FIRST CONSIDERATION

PACKED BY

THE ANGLO BRITISH COLUMBIA PACKING CO.
LIMITED

VANCOUVER, B.C.

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL



There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

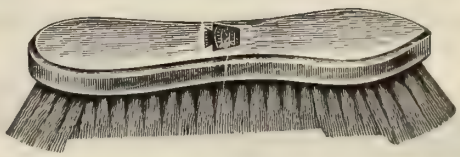
Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St. **PHILA., PA**

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.



The above cut shows an article of daily use in every household in Canada. We specialize on

Scrubbing Brushes

and have the cost of this class of goods reduced to a minimum. The Dealer gets the advantage of this when he buys our Brushes. We have a large range in every class of material which show good margins of profit in lines to retail from 10 cents to 25 cents. Remember it's the KEYSTONE BRAND.

Stevens-Hepner Company
Limited

PORT ELGIN, ONTARIO

Tartan BRAND
THE SIGN OF PURITY

NEW FALL FRUIT ARRIVING DAILY

New Valencias (In stock)
New Malaga Raisins
New Shelled Almonds
New Currants
New Sultanas
New California Prunes, Apricots, Peaches, Raisins.

Our travelers have full information, or

'Phone No. 3595, 3596, 3597, 3598, 3800, 748; Night 'Phone, 1807.

BALFOUR, SMYE & CO., Wholesale Grocers **HAMILTON**



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

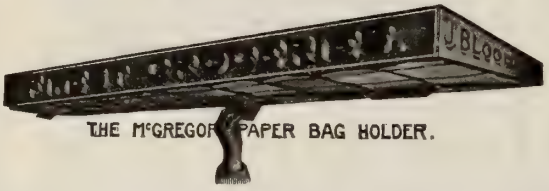
It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR
SOLE PACKERS
Halifax, - N.S.

A store convenience — costs little — gives big service



Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or

The O. P. McGregor Paper Co., Limited
411 Spadina Ave., Toronto

RENNIES SEEDS

PUREST-CLEANEST
MOST RELIABLE
GET CATALOGUE
AT BEST DEALERS
OR DIRECT
TORONTO - MONTREAL
WINNIPEG - VANCOUVER



Here's Real Economy in Household Deliciousness

A Pint of Delicious Jelly for only Five Cents.

Customers know that more delicious and appetizing Jelly was never produced at double the price than Bee Brand Jelly Powder. Extensive consumer advertising has created a keen desire and wide demand for Bee Brand Jellies. Better get your share of this trade by stocking Bee Brand NOW. Just ask your wholesaler to-day.

FORBES & NADEAU, Montreal, Que.

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS Ltd.

Tel. Address: "Laminated," London. LIMEHOUSE
A.B.C. Codes used 4th & 5th Editions LONDON, E., Eng.

Canadian Agents: HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

Rumors are being freely circulated that owing to Government and war demands we are unable to fill orders for Pork and Beans, Canned Meats, etc.

This statement is absolutely without foundation, as we are filling orders with our usual despatch. Insist on your jobber giving you CLARK'S products when you ask for them.

W. CLARK LIMITED
MONTREAL

COWAN

COWAN'S MAPLE BUDS

—they all like 'em, because they are rich and delicious, yet are easily digested



Once your trade gets the Maple Bud taste, you need never fear for the success of your Candy Department. Purity is The Keynote of Maple Bud Making.

This is a clipping from one of our many consumer advertisements and shows how we are helping dealers to sell Maple Buds.

Griffin's  Seedless

Raisins

Never had a seed.

Their quality and absolute cleanliness should make their name a **buy-word** wherever raisins are sold.

Ask your grocery salesman.

To the Wholesale Trade

Our Liverpool house is in close touch with all the British and East India markets, and also with the European markets that are still open. If there are any goods you require which under present extraordinary circumstances you are unable to procure from your usual channel, kindly let us have particulars, and if the goods are at all obtainable, we will get you lowest prices promptly by cable.

WEST INDIA COMPANY, LTD.

St. Nicholas Building, - - MONTREAL



The Bowser Outfit makes *two sales* grow where *one* grew before. The motorist brings his wife to buy groceries and naturally buys his gasolene at the same time, next day he comes to buy gasolene and sees some groceries that please him and buys *them*. Grocers who have no Bowser Outfit, lose both these sales and all the

BOWSER ESTABLISHED 1885

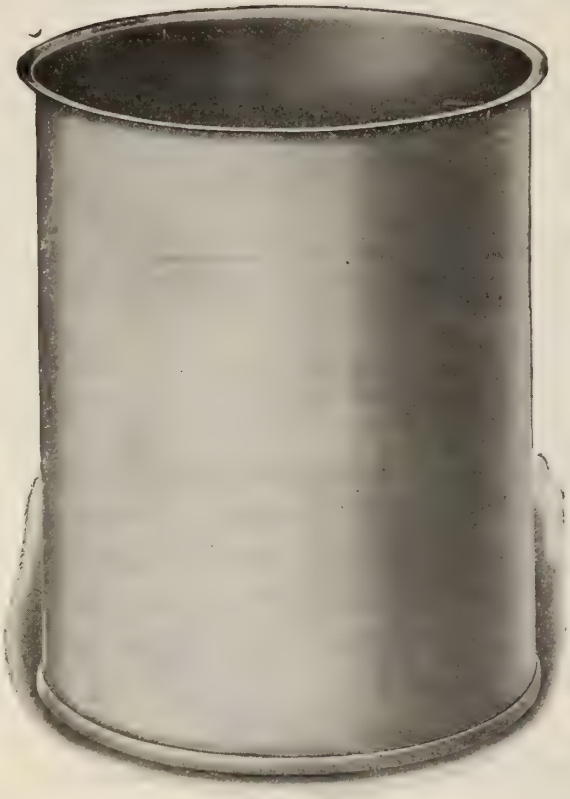
profitable trade in high-grade goods that follows. The man who rolls along the street in a car that cost as much as a house and lot *has money,* he's a good customer and you want his trade. You want to *sell him his gasolene* because he has to buy that almost *every* day. We do more than supply you the Bowser Outfit that handles the gasolene—we have taught motorists to look for the Bowser Outfit and buy their gasolene where they find it. Write us for suggestions that will increase your sales. Ask for free booklet. No obligation incurred.

S. F. BOWSER & COMPANY, Inc.

66-68 Frazer Avenue, - - Toronto, Ont., Canada

Made by Canadian Workmen and Sold by Canadian Salesmen.
Sales Offices in all Centres and Representatives Everywhere.

Original patentees and manufacturers of standard, self-measuring hand and power driven pumps, large and small tanks, gasolene and oil storage and distributing systems, oil filtering and circulating systems, dry cleaner's systems, etc. Established 1885.



Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

PROMPT SHIPMENT

St. Lawrence Sugar

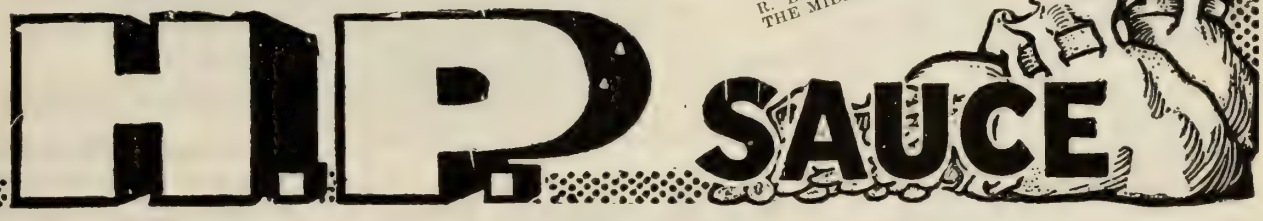
All orders are now being shipped promptly.

ENGLAND'S MOST POPULAR SAUCE

is now selling freely over here — nearly all the leading grocers make a leading line of H. P., and obtain the full benefit of the money we are spending in advertising.

Wouldn't it be worth your while to stock

W. G. PATRICK & CO., LTD., Toronto, Montreal, etc.
R. B. SEETON & CO., Halifax, N.S.
THE MIDLAND VINEGAR CO., LTD., Birmingham, Eng.



APPLES

WE OFFER

1,000 Barrels first-class Fall and Winter Apples —all from sprayed orchards.

O. E. Robinson & Co., INGERSOLL ONTARIO

Below are the prices fixed by the

British Columbia Packers Association
VANCOUVER, B.C.

for **Maple** and **Clover Leaf** Canned Salmon, which came into force on **Monday, Sept. 21st last.**

LESS THAN 5 CASES.	Doz.	5 CASES OR MORE. All One Brand.	Doz.
1 lb. talls, cases each 4 doz.	$2.52½	1 lb. talls, cases each 4 doz.	$2.50
1 lb. flats, cases each 4 doz.	2.72½	1 lb. flats, cases each 4 doz.	2.70
½ lb. flats, cases each 8 doz.	1.57½	½ lb. flats, cases each 8 doz.	1.55

TERMS: Net, 30 days time, no discount for prepayment.



THE TEST OF TIME

For more than forty years, Electric Paste Stove Polish has met every requirement of thousands upon thousands of critical housekeepers.

What more could you ask? Have you tried it yet?



Place your order now, so as to avoid delay, as we are away behind on our orders. Selling agents for Canada are—

D. J. McLeod & Co., Edmonton, Alberta; Orr & MacLain, Winnipeg; E. B. Thompson, Toronto, for Western Ontario; G. C. Warren, Regina, Sask.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms want ng agents or of agents wanting agencies.

ONTARIO.

CHARLES H. COLE

Agent for McVitie & Price, Jas. Pascall, T. W. Beach, Johnston-Baird Co., etc.

New Address:
33 Front Street East - Toronto
Montreal Office: 501 Reade Bldg.

MORROW & COMPANY
CEREALS

TORONTO, - - - - - CANADA.

Rolled Oats, Oatmeals, Rolled Wheat, Split Peas, Pot and Pearl Barley, Graham Flour, Buckwheat Flour, Potato Flour, Wheatlets, Cornmeal, Lentils, Beans and Peas, Domestic and Imported; Sal Soda, etc., etc. Write for prices and samples, carloads and less.

We are large buyers of evaporated apples and white beans. Wire or write us.

W. H. Millman & Sons

Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Limited.

Manufacturers' Agents and Importers.

51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO

Established 1885

SUGARS FRUITS

HENRI DE LEEUW

28 Front Street E. TORONTO

I solicit Agencies of large Canadian Packers, Evaporators, Flour Mills, either for Canada or abroad. Submit me prices and samples. I have large foreign enquiries.

When writing advertisers kindly mention having seen the ad. in this paper.

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
Limited

Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.

We solicit accounts of large and progressive manufacturers wanting live representatives.

G. C. WARREN, REGINA SASK.

Importer, Wholesale Broker and Manufacturers' Agent.

Trade Established, 15 years.
Domestic and Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

LEADLAY LIMITED

Grocery Brokers and Importers

WINNIPEG TORONTO CALGARY
332 Bannatyne 309 King St. W. 510 Ninth Ave. W.

W. H. Escott Co.,
LIMITED

Wholesale Grocery Brokers and Manufacturers' Agents

Commission Merchants

WINNIPEG REGINA
CALGARY EDMONTON

Hamblin & Brereton
LIMITED

Importers and Manufacturers' Agents. Winnipeg, Calgary, Vancouver.
We call on the Jobbing and Retail Trade.

WATSON & TRUESDALE

Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

COCKBURN-NOLAN CO.
Limited

Importers, Brokers and Commission Merchants
Representing Pugsley-Dingman Co., Limited. Canned Foods, Limited.
312-314 Ross Avenue, Winnipeg.

WESTERN PROVINCES—Continued.

H. G. SPURGEON
WINNIPEG

Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY
IMPORTER & BROKER

Specials just landed:—
CITRIC ACID TARTARIC ACID
OIL OF LEMON SALTPETRE
757-759 Henry Ave. WINNIPEG

Ruttan, Alderson & Lound, Ltd.

Successors to
RUTTAN & CHIPMAN
Commission Brokers
WINNIPEG. MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.

Manufacturers' Agents and Commission Brokers.

We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street, - Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.

ST. JOHN'S, - NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.

QUEBEC.

SPLENDID CONNECTION

Amongst the Jobbers and Retailers.
I am open for a few more agencies, and can handle them to advantage.
Have You a Line of Candy Gross Goods?
The CLAUDE BEAUCHAMP Imports Limited.
223 Commissioners St., Montreal.

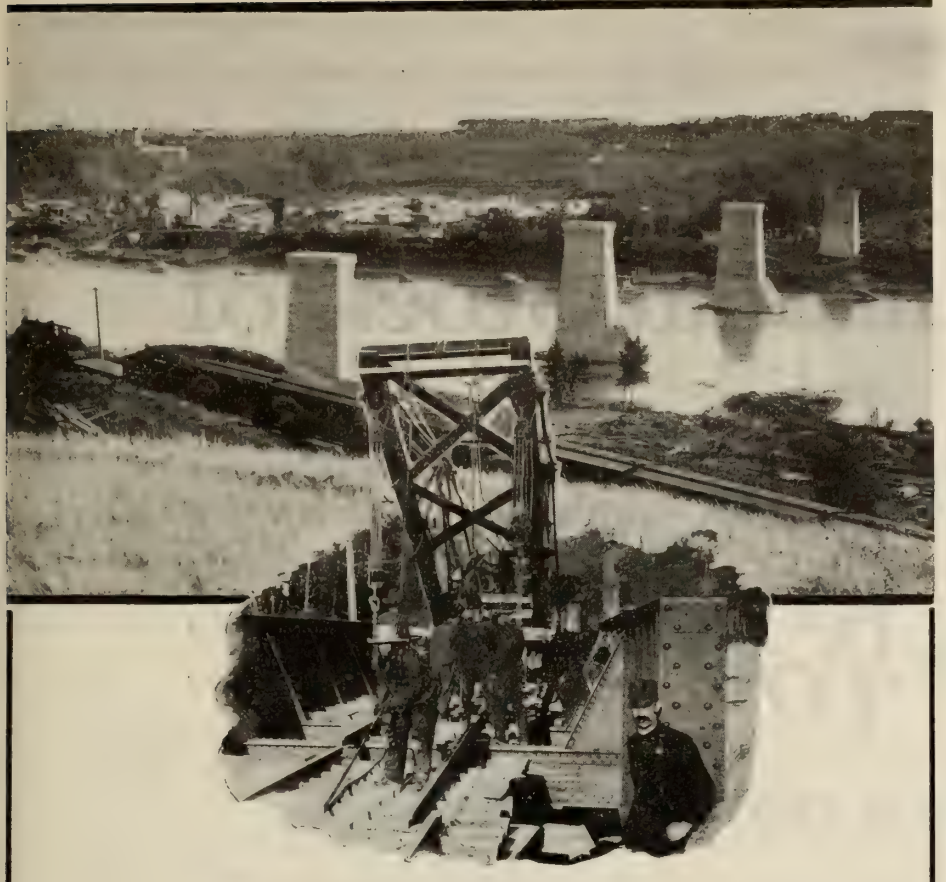
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For many years have had first-class connection with both retail and wholesale grocery trade.

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458 St. Antoine St. Montreal

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Merchandise Brokers
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Building a Transcontinental

Here is a map of America. There lies the Atlantic, and yonder the Pacific. Between the two oceans must run a modern railroad. No matter about mountains or muskeg, fuming rivers or tangled forest, the rails shall pierce them or bridge them straight as a die, and Pullmans shall slip across them so buoyantly that dainty fingers will not spill a cup of tea.

How is it done?

In his story "Putting a Transcontinental Together," in October MacLean's, Robson Black tells something of the difficulties the builders meet and the means they take to overcome them. The glamor of empire-building is reflected in every line of this splendid article.

It is a story that every Canadian should read.

MacLean's Magazine, $2 a year, 20 cents a copy.

MacLean Publishing Company

143-153 University Avenue

TORONTO

This Is The Flavor

that stands every test of heat or cold. Housewives and confectioners want

MAPLEINE

for lasting and delightful flavor.

ORDER FROM

Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont., Can.

Mason & Hickey, 287 Stanley St., Winnipeg, Man., Can.

CRESCENT MFG. CO.

SEATTLE, WASH.



OAKEY'S KNIFE WELLINGTON POLISH



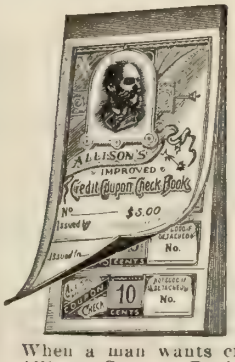
JOHN OAKEY & SONS, LIMITED, LONDON . ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermed St., Winnipeg.

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You can't get away from credit business without driving away trade. And if you don't use **Allison Coupon Books** you are bound to lose some money on credit accounts. Allison Coupon Books make credit business "good as gold."

HERE'S HOW THEY WORK:

When a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No passbooks, no charging, no time wasted, no errors, no disputes.

For Sale Everywhere by Jobbers.

ALLISON COUPON COMPANY

Indianapolis, Indiana, U.S.A.

Reinforcements for the Canadian Stock of

The Delicious Wholesome Confection

Sharp's Kreemy Toffee

Put up in 5c. and 10c. Packages

Have now arrived

After much delay caused by the temporary British embargo, delayed movement of freight at various points, etc., the long expected shipment of Sharp's Kreemy Toffee has arrived, and all orders can now be filled on short notice.

The daily increasing demand for this health-promoting, nutritious toffee is proof conclusive of its growing popularity with the masses. Old and young, rich and poor, all fall for its palate pleasing flavor.

There's big money in it too for the retailer.

Now is the time to place your order.

Made at Kreemy Works, Maidstone, Eng., by

EDWARD SHARP & COMPANY

AGENTS:

The HARRY HORNE CO., of Toronto—For Ontario. Howe, McIntyre & Co., of Montreal—For Quebec. Geo. S. De Forest & Sons, of St. John—For New Brunswick. J. S. Creed, of Halifax—For Nova Scotia. Leadlay, Ltd., of Winnipeg—For Manitoba and Saskatchewan. Hamblin & Brereton, of Vancouver—For British Columbia and Alberta.

LARGEST MAKERS IN THE WORLD

TIN FOIL, ALL DESCRIPTIONS

TEA LEAD, ALL GAUGES and SIZES

METAL BOTTLE CAPSULES
ANY SIZE, COLOR or STAMPING

COLLAPSIBLE TUBES, Plain or Colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use—stating qualities—
We will give you BEST QUALITY—BEST DELIVERY—BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road **LONDON N., ENGLAND**



No Mouldy Goods when "Anchor Sealed"

Why take chances in rousing the suspicions of dealers in the possible impurity of your goods, when you can assure them of absolute purity and keeping qualities with the new

ANCHOR CAP

Fruits and other products show to best advantage in glass jars, and the Anchor Cap mechanically seals your precious product in absolute purity, freshness and delicious flavor until the goods are opened for use.

A glance through our catalog will convince you that the cap adopted by many of the largest packers in the U. S. and Canada, after thorough tests, is the one for your product. Write us to-day for full particulars and prices.

The Anchor Cap & Closure Corporation of Canada, Ltd.
Sudbury St. West, Foot Dovercourt Rd., Toronto



APPLES FOR THE WEST

Select Ontario Fruit

CAR-LOTS

Right from the finest apple-growing belt in Ontario, with the best transportation facilities and ready access to refrigerator cars. Finest selected winter varieties are lower in price than in years.

It will pay you to get in touch with us at once.

Prices Low. Write or Wire to-day.

The H. M. Hambidge Co.

Wholesale Apple and Egg Merchants

AYLMER, ONTARIO

Note: Arrangements made for enclosures of pears, produce, canned goods, etc., when desired.

Furnivall's FINE FRUIT PURE JAM

The woman accustomed to using only the best in everything else, invariably selects FURNIVALL'S as her ideal in Fruit Jams. Furnivall's gives her the choicest, fresh fruit, sweetened and preserved with pure cane sugar —nothing more. Naturally each new order evolves into steady and continuous sales.

Shall we send you a trial assortment of a few cases? Write us to-day.



Furnivall-New
LIMITED
Hamilton, Ont.

AGENTS: Halifax, B. C. Woodworth. 533 Robie St.; St. John, N.B., W. W. Chase, 79 Paradise Row; Montreal, W. S. Silcock; Ottawa, E. Archdeacon; Toronto, Dunn-Hortop Co.; Fort William, W. F. Elliot; Winnipeg, H. P. Pennock & Co., Ltd.; Edmonton, Alta., Geo. C. Benjamin, 629 Fourth St.

¶ The fact that the successful business man is an advertiser is usually incidental. He is an advertiser because he is wise and possessed of good, sound business sense and an analytical mind. At some time or other he came to the conclusion that advertising could be made one of the mightiest factors of his business organization, and having arrived at this conclusion, he just naturally went to it and advertised.

PEEK FREAN'S
HIGH-GRADE
BISCUITS

are again coming across the Ocean on almost every Liner, and our Agents have their Stocks well replenished with fresh assortments of all our Leading and Fast-Selling Specialties.

The cost of raw materials have greatly advanced, but we are firmly maintaining the high quality in every Biscuit, and there is but a slight advance in the price.

Place your Import Orders at once to insure prompt delivery for your Xmas Trade. Many of our recent introductions will prove trade-winners for your store.

PEEK FREAN & CO., LTD.

Makers of High-Class Biscuits ∴ London, Eng.

Write our agents at once for Samples and Price Lists

AGENTS:

THE W. H. MALKIN CO., LTD., of Vancouver, for British Columbia.
Ruttan & Chipman, of Winnipeg, for Manitoba, Alberta and Saskatchewan.
The Harry Horne Co., of Toronto, for Ontario.
F. L. Benedict & Co., of Montreal, for Ottawa and Eastern Canada.

"LUNA" Brand
NORWEGIAN SARDINES

Small, choice smoked fish of delicious flavor in the highest quality Pure Olive Oil.

Our prices make "LUNA" Brand most interesting to the Grocer.

We solicit your inquiries and orders.

Sole Canadian Agents:
Davidson - Bowles, Limited
86 Wellington Street West
TORONTO

The OVERSEA EXPORT CO., Limited
CHRISTIANIA, NORWAY

Foster Clark's
"The Cream of All Custards"



We are pleased to inform the Trade that we have just received another Car of this World-Famous Custard, and are in a position to ship all Orders on Short Notice.

5c Packets, 1-qt. Size	40c Doz.
10c Tins, 5-qt. Size	95c Doz.
15c Tins, 7-qt. Size	$1.40 Doz.
25c Tins, 12-qt. Size	2.35 Doz.

Mail Orders Shipped Same Day as Received.

The Harry Horne Co.
Importers and Manufacturers' Agents
309-11 King St. W., TORONTO

The Public Recognize the Need for Economy

Wealth is being destroyed by the million dollars a day.

Trade is, undoubtedly, hampered temporarily by the tightness of ready money and the restriction of international commerce.

In other words, wealth is being consumed at a greater rate than it is being created.

This loss must be met by economy somewhere.

The Greatest Economy is in Buying for Value

That the economic value of "SALADA TEA" is apparent to the vast majority of the public is evidenced by the continuance, during the present time of stress, of the splendid increase in sales we have enjoyed for so many consecutive years.

"SALADA"

MONTREAL **TORONTO** **LONDON, ENG.**

Money In Salesmanship

The trained salesman is practically independent. Scores of business houses seek his services.

It should, therefore, be the aim of every young man to qualify himself for a higher position. He can accomplish this in his spare time, just as hundreds have done.

No work so quickly develops poise, self-reliance, ease, ability to grasp situations, instinct to meet the demands of the moment, and the capacity to meet men of their own level, as representing MACLEAN'S.

This work puts you in touch with the prominent men of each town, a connection of inestimable value. We require representatives in nearly every town and center of population in Canada. You can make from $5 to $10 per week in addition to your regular salary. We give you a practical training that is worth consideration.

Write us to-day for particulars.

MACLEAN PUBLISHING CO.

143 University Ave. -:- Toronto, Ont.



Better Refrigerators Were Never Made

You could search the world over and not find a refrigerator of more lasting satisfaction and economy than the

EUREKA REFRIGERATOR

For twenty-eight years Grocers and Butchers have considered the Eureka the best in the field. You'll find them in the large majority of grocery stores, especially where economy is a factor and the sales-pulling power of a good display of perishables is recognized. Just ask any user what he thinks of the EUREKA. We are quite confident his reply will be satisfactory. Or better still, write us to-day for full particulars and catalogue describing the different sizes and styles.

EUREKA REFRIGERATOR CO., LIMITED

31 BROCK AVENUE, TORONTO



The Food for Young and Old

NUTRITIOUS AND HEALTHFUL

Robinson's "Patent" Barley

is especially good for children up to the age of nine months. It is prepared from the finest fully matured barley.

Robinson's "Patent" Groats

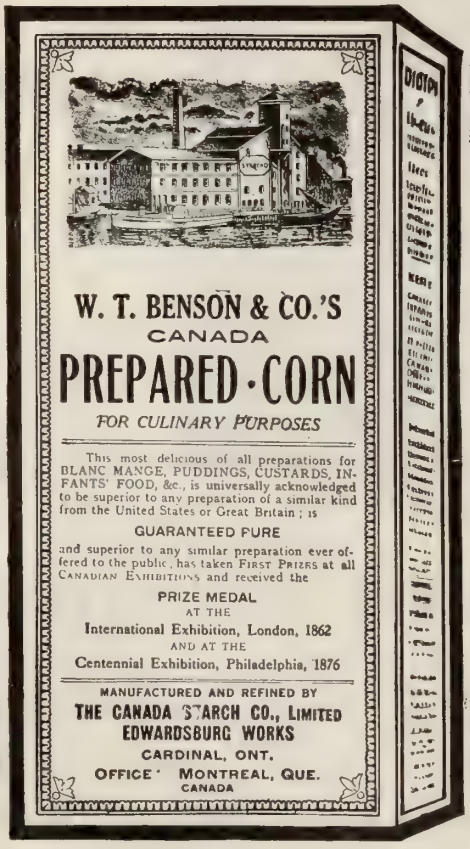
a specially prepared food made from the best oats is a great favorite with the older folk and is for children over the age of nine months. These two foods are well known and used extensively by the better trade.

Stock up to-day on Robinson's "Patent" Barley and "Patent" Groats

MAGOR, SON & CO., Limited

403 St. Paul Street, MONTREAL **30 Church Street, TORONTO**

AGENTS FOR THE DOMINION OF CANADA



This famous yellow package contains the Canadian housewife's best friend

BENSON'S PREPARED CORN

She calls on that friend often —and the resultant sale means a good profit and a quick turnover. How's your stock?

Canada Starch Co., Ltd.

Montreal **Cardinal** **Brantford**

CANADIAN GROCER

VOL. XXVIII OCTOBER 9, 1914 No. 41

No Reason to be Downhearted Over Conditions

Canadian Dealers Point Out That in Many Cases Business is Ahead of Year Ago — Temporary Slackness in Factory Centres Reported, but Farming Trade is Particularly Bright, as Grain Prices Are Good.

From Interviews with Canadian Grocers.

THERE is probably no member of the trade who can put his finger on the pulse of business conditions better than the retail grocer. It is he who in the final analysis of the distribution of food—the great necessity we all must seek every day of our lives—comes face to face with the great body of human beings and learns their wants. Upon him devolves the most urgent calls just as soon as the foodstuff supply in the home begins to disappear. It is he who first comes into touch with the results of any large or extended unemployment movement.

With these thoughts in mind Canadian Grocer got in touch with a number of retailers all over the country to find out exactly business conditions in their respective communities. Considering the great quantity of talk that has been floating about regarding an alleged unfavorable business situation, the replies received from these men are astonishing indeed. With but few exceptions they demonstrate the fact that apart from business centres where the working classes depend to a large extent on manufacturing industries, the people are in a most healthy financial condition and not at all in the predicament so many would lead us to believe.

But probably the best impression of actual conditions can be secured from the replies of these merchants themselves. There are too many to present in this article but a number of representative answers are herewith given:

* * *

Business Never Better.

J. A. Stewart, Exeter, Ont.—"With us business has never been better at this season of the year. Our trade is largely with the agriculturists, and crops all over this district are real good, and as you know all farm products are at fancy prices. Consequently the farmer in our section is making money, and the fault lies with us if we do not get our share.

"We have only one factory here, fortunately a live one, a branch of the Jackson Clothing Co., of Clinton, Ont. This factory is running full time, and we understand will continue to do so.

"While the war has a most depressing effect on the country, we fortunately are so situated, that we believe business will be as good, if not better, than usual."

* * *

The Craig Co., Ridgetown, Ont. — "Our business is up to last season, and expect the remaining months will show an increase. Crops in this section are about up to the average, and that with increased prices means prosperity to the farmer, who is the backbone of financial prosperity.

"With prospects of high prices for wheat next year, a much larger acreage of wheat has been put in than usual, and some farmers are looking for land to rent, believing that now is the time to hustle.

"It is a time of great opportunities for the farmer, everything seems to be in his favor, all that is wanted is snap to harness up the opportunity and success will be his, and to the mercantile trade of our country as well."

* * *

Dairy Industry Healthy.

W. C. Forman, Ingersoll, Ont. — "Trade through July and August has been better than the average; September has been hardly up to the mark, with country trade about the same as usual, with good prospects for the future, town trade has fallen behind on account of some factories having closed, and others working on short time.

"Ingersoll is the centre of large dairying interests which are bringing good returns to the farmers."

* * *

A Nice Increase This Year.

Reeks & Co., St. Thomas, Ont.—Business with us since the first of the year has shown an increase each month

PART THE WAR PLAYED.

The following interesting letter comes from a retail grocer in Kingston, Ont.:—

"How is business you ask? Well, the war has had an effect on it sure. When the bugle sounded and war was declared, it drove people into a panicky state of mind. They imagined they heard aeroplanes above, and every blast in drains and foundations was a bomb. They saw nothing but a siege ahead and straightway filled up pantry and cellar, laying in an exceptional amount of tea, sugar and flour. Grocery rigs loaded up were being rushed hither and thither, and merchants were turning over stock in quick order.

"Now things are quiet again. People are getting seasoned and used to war's alarms and are using up supplies laid in; consequently our sales are less. But you know people must eat, and a re-action is already setting in and business again will soon be normal.

"Another factor making things quiet is the closing down of so many industries, throwing thousands out of work. Kingston is fortunate, as roadbuilding and bridge work, and knitting and cotton mills are employing a lot of people and the outlook is not too bad. The 5c theatres are absorbing thousands of nickels and the majority of patrons generally look for charity when the snow flies."

amounting in all to between four and five thousand dollars, but for the month of September just closed, sales show four hundred and fifty dollars less than same month of last year, owing to the fact that customers stocked up heavily a few weeks ago in sugar, flour, etc. Another reason is, we usually do a large fruit business during September, but this year, the peach crop being short, and on account of the high price of sugar, people are not putting down as much fruit as usual. To this we attribute the shortage for the month; all other lines of goods are about as usual. Collections are good, and so far we cannot see that the war has had any material effect on business."

* * *

Henry & Glackin, St. Catharines, Ont.—"We are pleased to inform you that our business is equal to last year's to date, this being quite a surprise to us owing to the fact that we stopped opening accounts in July and we are now running practically a cash business.

"General business in this city has been better than any town or city in Canada by reports we receive from traveling men, although I regret to say that we are planning for a hard winter owing to the fact that several factories are starting to run on shorter time, although we still keep boosting, which is half the battle."

* * *

Too Much War Talk.

E. Gallagher, Strathroy, Ont.—Business has so far been up to standard. If people would not talk so much of war and hard times, and talk more about and attend to business, times would be better."

* * *

A retail grocer in Windsor, Ont., refers to the closing down of some factories as being the cause of any quietness that exists there. He says: "Business has dropped off to a degree or so in our community, but not from the cause of war, but on account of factories closing down because they are not over-run with orders. Therefore they get cold feet and are afraid to lose a few dollars and are discharging their men and now the poor fellows cannot find a day's work; hence they have to save and make the few dollars that are on hand or saved in the bank stretch as far as possible.

"This causes the hand-to-mouth buying and the attempt to stay themselves through the winter months."

* * *

Heavy August Trade.

The closing of the Massey Harris Company's shops in Brantford, Ont., has had an adverse effect there. One grocer writes:—"Trade is quiet in all lines, but not more so than I would expect without the war. Mostly all the shops are working excepting Massey Harris Co., which was our largest shop employing about 1,200 men. They are closed up tight. Our business in August was the largest this year of any month, but September dropped off considerably, and as a great many people had laid in extra large stocks of sugar, flour, tea and coffee at the outbreak of war, it made business naturally much quieter since. Business with the farming community is just as good as ever. In fact it should be better as farm produce was never at a better price than now. I think that we will all experience some hard pulls this winter if the war continues but look for less luxuries sold this coming Christmas and more standard lines."

Another Brantford dealer says:—"I am sorry to say that the prospects are none too bright. This city has been hard hit. Some of our largest manufacturing establishments are depending on foreign orders for their output, and it is hardly necessary for me to tell you, that some of those foreign countries are just now handling different machinery to that manufactured in Brantford.

"But, aside from that, I don't think that business is up to normal. Factories are generally running on short time or with reduced staff. The grocery trade is quiet so far as my own business is concerned, I am doing less by one-fifth, than at this time last year. We are looking forward in the hope that business conditions will change for the better in the near future."

* * *

Good in the Maritimes.

Down in the Maritime Provinces conditions are exceedingly promising from the replies already received.

Crowells, Limited, Sydney, C.B., say: "We find business getting back to normal. August was, of course, very panicky. Being a one-industry city we are consequently dependent on the steel trade. One plant was practically closed during August. It is gradually opening and the feeling is much better. September was satisfactory from a sales standpoint, not so, however, from that of profits.

"We cannot imagine why there should be any complaint this season from agricultural districts. Crops are good and prices satisfactory. Every business house in Canada should adopt the slogan 'Business as usual.'"

* * *

D. F. Knight, Fredericton, N.B. — "Trade is about normal. It is true that the effects of the war have caused people generally speaking to deny themselves the many luxuries they usually enjoy."

* * *

F. E. Williams Co., Limited, St. John, N.B.—"Our business in the retail grocery line is just as good if not a little better than it was before the war started."

* * *

Good Collections.

A. Malone, St. John, N.B.—"Business with us is good. I cannot say that the war has had any bad effect on the grocery business in our community. Our weekly sales have been much larger since before the war, and continue to show a good increase over previous weeks.

"I find that our customers buy the best of everything and always have the money ready to pay for it."

A SPLENDID STATEMENT.

Editor Canadian Grocer,

Dear Sirs:—We find business has been fully twenty per cent. better with us than last year.

The only two months that war could have had any effect on business would be August and September.

We find that our business shows an increase for the month of August over last year of $718.22, *made up as follows:*

Cash Increase . .	$257.11
Charges	436.20
Barter	24.91

During the month of September we have made an increase of $319.22, *as follows:*

Cash	$ 74.04
Charges	137.04
Barter	8.14

We have also found collections fully as good or a little better than last year. We received a little over $200 *on account more than last year for the month of August, and our collections for the month of September were about* $300 *better than the same month last year.*

We might add that we could have made a very much larger increase in the month of August had we pushed some staple lines of which we had good stocks on hand, such as sugar, flour and feed, etc. We did not try to push the sale of sugar in large quantities or other staples.

On the whole we are very well satisfied with business this year, and believe we are going to have a splendid fall trade.

Yours very truly,
LEWIS BROS.,
Richmond, Ont.,
Oct. 1, 1914.

Reed Company, Campbellton, N.B.—"Business is as usual in this section. Up to this date, the war has had very little effect on the grocery trade."

* * *

Favorable in Quebec.

From Quebec Province, come the same reports of good business except where manufacturing industries have slackened up.

* * *

M. Hastey, Kasubazua, Que.—"I find business pretty nearly normal. The war for a few weeks had the effect of making people anxious, and some of putting in a heavy stock of flour, but outside of that the situation is pretty much the same as usual at this time of the year."

* * *

Jean B. LeBaron, Ltd., North Hatley, Que.—"Business is as good as former years at this season. Our local condition cannot be adversely affected by the European conflict, as crops in general here are good, and prices high."

* * *

The operation of the iron works on half time in Sherbrooke, Que., has caused a dullness there, states one dealer, but outside in the small towns where they are surrounded by farming communities, things are good as the farmers are getting good prices for their goods. Beef, pork, butter, eggs, hay and grain are all high.

* * *

A Coaticook, Que., firm of retailers intimate that business is somewhat quiet at present due principally to factories running on short time. "But," they add, "we think that eventually times should be better than ever, not only in this district but throughout the whole country."

* * *

From a Hamilton, Ont., grocer, comes the following:

"BUSINESS AS USUAL."

"Is the way Hamilton business men are talking. While sales may not be quite as good as they were last year, most people are rubbing along in the same style as before. The war has had the effect of tightening up credits for everybody, and most business men have had to pass this idea along to their customers, thus giving them an opportunity to limit the amount of their accounts.

"Being a manufacturing city the war has caused more real hardship among the working classes than has been felt elsewhere, but as yet no real trouble has cropped up. Everybody is cheerful and hopes are entertained that the worst is over. It is rumored that most of the large factories will open up soon, possibly to run on short time. In the retail grocery business profits have been much reduced by advanced prices, the retailer not having the courage to get increases that the enhanced prices justify them in securing. Along these lines the wholesaler in most cases is doing very nicely."

* * *

Crops Not Extra Good Here.

Conditions in Western Canadian towns and cities depend pretty much on the crops in the vicinity of each.

"We are of the opinion," says a Portage la Prairie, Man., firm, "that the quiet conditions are due to a combination of causes and not attributable to the war alone. We had the worst crop this year in the history of the Portage plains and this, together with the uncertainty in the minds of all as to the duration of the war, and its possible effects has made every one practise the strictest economy. Just now we are having fine summer weather and there is no sale for cold weather supplies, but we look forward to some improvement in business when the weather gets colder."

* * *

Brandon Grocery Co., Brandon, Man.—"Having only been open six weeks, we are probably not in a position to give you an intelligent report in regards to business. As far as our experience goes, however, we might state that we have found business real good.

"There is a tendency on the part of the retail man to do more sorting business, and less booking but the general total is proving very satisfactory."

* * *

New Ontario Well Off.

Jamieson Meat Co., Cochrane, Ont.—"Business in this section has not been affected by war to any great extent. Railway construction, however, is about completed east and west, and this will have an effect on business. Considerable activity in the pulp business during the winter will help to offset the work closing down on the railroad.

"There do not seem to be many unemployed. Most men can find work in the woods. Collections are fair."

* * *

W. M. Thompson, Penetanguishene, Ont.—"Business was very good in July and August, but in September there was a falling off. Fall business, however, in this section looks promising. Crops are good and I think when we get some cold weather everything will be right again."

* * *

The William Beatty Co., Ltd., Parry Sound, Ont.—"Conditions here are what would be called satisfactory. There is a slight depression in the local industries, but as far as trade in general is concerned, little difference is shown."

* * *

Paper and Pulp Mills Running.

From a letter of a Sturgeon Falls dealer is taken the following: — "The business situation here is fairly good. The paper and pulp mills are taxed to their full capacity and work night and day steady when the low water does not stop them a day or so a week at this time of the year. The war has stimulated this line of the trade. Having their own sulphite mills here they are not handicapped as so many other mills, especially in the States, are on account of the shortage of sulphite, which is one of their main imports from Germany. Whilst the bush operations are good for pulp wood, however, the war has had its effect on the lumber camps which have been diminished as well as many other minor enterprises which were stranded in the sudden financial depression or to take it less seriously, financial excitement.

"Again the crops were in general poor as only about 25 per cent. of the usual harvest was recovered in hay and oats. Hay sells at $22 and domestic oats at 55c. One feature of the trade we have missed is that of the rich summer tourist from the Canadian and American cities."

(Continued on page 41.)

CONFIDENCE IN THE FUTURE.

A note of keen optimism is sounded by this Fort William Firm:

"We find that business in our locality is a little slow. We have noticed a little improvement during the past couple of weeks, however, and feel that so far as the war is concerned, it is not affecting us to any extent, outside of the few changes in prices which have occurred on some lines.

"We feel that now that the consternation has somewhat subsided, people will get back to a normal basis of thought, and feel that the best way to relieve the situation is to utilize every ounce of energy in all branches of business, to offset as far as possible the untoward conditions brought about by the curtailment of credit in financial circles.

"We believe that just so soon as there is any indication of a decisive outcome in our favor, in the European hostilities, there will be a general return of confidence, and resumption of development."

Opening Prices on Canned Tomatoes and Corn

New Quotations This Year, or Former Are Same as Ruling Figures of Year Ago, While Corn is Only 2½ Cents Dozen Higher —Popular Prices Likely to Rule in Most Cases.

AS briefly announced last week the opening prices on canned tomatoes and corn for Quebec and Ontario have been announced. The trade appear to be particularly well pleased with the tomato prices. Last year the opening of tomatoes, 3's, was $1.15 per dozen for Group A or $1.12½ for Group B. A short time later this was dropped by Dominion Canners to $1 and 97½ cents respectively for Group A and B and any who purchase at the higher figure were credited with the difference.

This season the opening prices are exactly the same as the lower quotations of a year ago—that is $1 per dozen for Group A and 97½ cents for Group B, and those who bought early enough in the year receive an additional 2½ cents a dozen off, bringing the figures down to 97½ and 95 cents. If a dealer buys tomatoes at 95 cents, and sells them at 10 cents the tin, he would realize almost 21 per cent. gross margin on the selling price. This year, with some exceptions, has been a pretty good one for tomatoes and the pack will compare favorably with last season. No doubt the extra cost of tin due to the war and the higher price of sugar since hostilities were begun, have not been figured into the cost of canning this year else the opening prices would be considerably higher. It is, therefore, to be taken for granted that the canners were supplied with all accessories before the war.

It is also satisfactory to the trade to note that corn can still be retailed at 10 cents the tin and realize a gross margin of over 20 per cent. on the selling price. The opening price on 2's as stated last week is 92½ cents per dozen group B, or 95 cents for group A. Those who purchased early would receive their corn at 90 and 92½ cents respectively for group B and A. Buying at 90 cents, the gross profit would be 25 per cent. on the selling price, when sold at 10 cents straight. The new prices on corn are 2½ cents per dozen above those of a year ago.

From a glance at the prices on canned vegetables given out it would appear that there should be a pretty good sale of them during the coming winter and next spring. While peas cannot be sold at three-for-a-quarter as was the case last year yet the popular price of ten cents will likely rule and this is considered cheap for a can of peas.

While the prices have not been issued on peaches, there is little chance of them being as cheap as a year ago on account of the crop failure in the Niagara peninsula. There will probably be no change in pears.

Did Wholesalers Hold Up Sugar Shipments?

Impression Has Spread That Such Was the Case—Statements of Member of the Trade Who Has Access to Warehouses — Some Reasons Advanced Explaining the Impression.

HAVE the wholesalers been speculating in sugar and holding up supplies until advances took place? There have been rumors to this effect in the trade and they have been reported to Canadian Grocer.

Inquiry into the whole situation does not reveal anything that would support this charge against the wholesalers, although there have been a number of circumstances which have arisen which would give the idea that such a course was being taken and that not sufficient sugar was going out.

In the first place it must be taken into consideration that the conditions were altogether without precedent in the history of the sugar trade and that the demand was something with which no branch of the trade, from the refiners down to the retailers, were able to cope. There were orders for far more than the refiners could turn out and there was bound to be some dissatisfaction.

It has been claimed that the wholesalers were getting the usual shipments of an average year. This is correct, but when the whole situation is considered it will probably be found that they got as much as usual in a season. The point was that the refiners could not increase their capacity and the consumers did increase their demand. Wholesalers did get their usual consignments of sugar but this was not enough.

Visits Warehouses Frequently.

Canadian Grocer has discussed the matter with a member of the trade who has access to the majority of the wholesale warehouses in the city in which he is located, and who has been in and out of them very frequently since the war started. He has given this particular matter his attention and he makes the statement that he did not at any time see anything to indicate that the wholesalers were holding up supplies, but were doing the best they could to meet the abnormal demands which were made upon them.

What might give rise to the idea that some of the wholesalers were not making prompt turnovers was the fact that many of them who were getting supplies were not able to take new orders. This is explained in the fact that there are jobbers who book orders without covering themselves. In a case of this kind these men were caught in an awkward position and instead of reaping a benefit from the advances they really lost from the fact that they had to fill these orders. This would explain why some wholesalers would get shipments of sugar and yet would have to turn down orders coming in for the reason that they naturally had to fill the bookings first.

Another instance, of a kind of which there were probably many, may be referred to as having an influence upon the outside impression, occurred when a retailer phoned an order to a wholesaler in the morning and could not get sugar and then found that there was plenty in the afternoon at a higher price. The facts were that at the time the merchant phoned in the morning, the firm really had no sugar in stock. The advance was made that morning. In the afternoon there was a shipment arrived and of course the higher price then prevailed.

A Difficult Situation to Handle.

Generally speaking and considering the sugar situation on the other side of the line, Canadian Grocer is inclined to the opinion that while there were many unsatisfactory phases to the market during the war rush things were handled as well as could be expected, and that there was not the advantage taken of the circumstances that might have been expected. Sugar in Canada was much cheaper throughout than in the United States.

The Window Factor in Getting House-Cleaning Trade

The Housewife's Desire to Clean up Before Winter Should be Turned into Action—The Part of the Window in Accomplishing This Result.

ONE of the most effective agencies in creating a good demand for housecleaning lines is the window. In the article on getting after the housecleaning trade, in last week's issue, the necessity of conducting a campaign along this line was discussed. It is an easy matter to persuade the housewife that the home requires a cleaning-up before the cold weather sets in. The next duty is to change her desire into action, and to do this the window, if trimmed convincingly and attractively, will go a long way to produce this result.

Herewith is reproduced a good trim of housecleaning lines. It was shown last spring by Murphy Bros., of Montreal, but is just as good for autumn business as for spring. The position of the brooms is to be commended in this display. Standing up as they do, they present somewhat of a war-like appearance and help to convey more thoroughly the impression that they rank among the avowed enemies of dirt.

In attractive piles are shown cleaning brushes, sweeping powders, soap, silverware, knife and other polishes, ammonia powder, etc. While this is a window that should do a great deal in suggesting housecleaning goods to the ruler of the home and even in selling her the goods, it is not an elaborate trim and could be easily reproduced in almost any store. The thought must be ever kept in mind that it is not difficult to arouse the housewife to a cleaning campaign, but it is necessary to take some steps to secure her interest in the goods of your store. The window, well trimmed, is one of the strongest, and at the same time easiest methods of getting that interest.



An effective "House-Cleaning" window trim that could be used to good advantage just now.

CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President

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TORONTO, OCTOBER 9, 1914

Are We Down-hearted? No!

THE REPLIES GIVEN by the representative retail dealers throughout the country on business conditions as they are finding them, prompt us to repeat the famous slogan adopted by Tommy Atkins in the trenches of France. After a hail of bullets or a violent tilt with the enemy, someone in the ranks hollers: "Are we Down-hearted?" And back comes the joyful chorus "No!"

In practically every instance except in towns and cities where the people depend to a large extent on factories for employment, business conditions are reported good, and in many cases excellent. A large number of these replies are published in another part of this issue and it will do anybody good to read them. The grocer is perhaps the first man in any community to feel the pinch of any serious depression through unemployment, because he deals in the great necessity for human existence. That there is no cause whatever for any hysteria, is plain to be seen from the reports of these merchants. In the agricultural districts and even in those parts of a town or city where the farmers deal in force, little difference is noticed in the extent of trade. In fact many grocers record handsome advances over a year ago.

This is a most healthy sign and there is no reason in the world to feel down-hearted over the situation. Although not of her own wish or doing, Canada is reaping a great reward from this war. It is the innings for sure of the tillers of the soil, and it must always be remembered that agriculture in its many forms is the great staple industry of this country.

The Imported Jam Situation

THERE HAS BEEN much speculation in the trade as to what was being done with the embargo on jams in Great Britain, particularly in view of the fact that last week there were a number of wholesale houses which got their shipments forward. Canadian Grocer has seen correspondence with British firms which would indicate beyond doubt that the embargo was lifted about the 1st of September and that it was lifted for some time; in fact the correspondence seemed to indicate that there was still passage available for this class of goods.

In view of this correspondence and the general conditions prevailing in England and in Canada the theory is advanced that it is not the embargo that is holding up the British jams, but the matter of price. The prices have been advanced materially in England, and there is a strong demand, for the Government has been making big purchases.

Following up this theory it is advanced that shipments have not been freely made to Canada because the prices here are not as good as what can be secured in England. Some consignments have come forward, but these were generally to firms which have contracts with the makers.

New Maple Products Legislation

WITH THE APPROACH of cold weather, the demand for maple syrup increases, and retailers will, no doubt, be ordering in larger quantities than usual. It is a good time to remind the grocer once again that a new law goes into effect on the first of next year, governing the sale of maple syrup. It may be unnecessary for the retailer to be cautious, as reliable packers will undoubtedly see that goods are labelled in conformity with the new legislation. The new law still makes the grocer liable for carrying adulterated goods, and the fines are heavy. No mixture or adulterated maple goods will be allowed to be sold. Prices of maple products are expected to advance 20 to 30 per cent. before long. With the high price of jams, jellies and other sweet stuffs, there should be a big demand for maple sugar and syrup.

The new legislation, which comes into effect on Jan. 1, 1915, is contained in the following section, which is inserted immediately after Section 29:

"Bill 29A. No person shall manufacture for sale, keep for sale, or offer for sale, as maple sugar, any sugar which is not pure maple sugar, nor as maple syrup any syrup which is not pure maple syrup, and any maple sugar or maple syrup which is not up to standard prescribed by the 6th schedule of this Act, or, if such standard is changed by the Governor-in-Council, to such standard as the Governor-in-Council may from time to time prescribe, shall be deemed to be adulterated in the meaning of this Act."

"2. The word 'maple' shall not be used either alone or in combination with other word or words on the label or other mark, illustration or device on a package containing any article of food or on any article of food itself which is or which resembles maple sugar or maple syrup: and no package containing any article of food or any article of food itself which is not pure maple sugar or maple syrup, shall be labelled or marked in such a manner as is likely to make persons believe it is maple sugar or maple syrup which is not pure maple sugar or pure maple syrup and any article of food labelled or marked in violation of this subsection shall be deemed to be adulterated within the meaning of this Act."

Unfair to Legitimate Business

ALL SORTS OF insinuations were thrown out after the outbreak of the war against the retail dealer, who was charged with obtaining extortionate prices, robbing the poor and generally as being the cause of the majority of the troubles floating about. In the United States the accusation took on a more concrete form, and several investigations were launched, designed to show up the alleged criminal character of the great body of retail grocers. According to the New York Journal of Commerce these investigations have fallen pretty flat. "A close observer of trade news," it says, "occasionally meets with strange currents of coincidental thought in the way news unintentionally, and almost incidentally, arranges itself. Scanning the pages of this paper, it is difficult to escape the thought there there is more or less ground for the charge that the Government, the reformers and the public agitation are not fair to legitimate business.

Without the slightest intention, the past week's news suggests such things as these: An accusation that the authorities at Washington have suppressed the grocers' side of the war-time price controversy; that long-time practices of making market quotations are being interpreted as criminal; that food commissioners are not fair to grocers in their exactions as to weights and measures; that price control is desirable for farmers and cotton planters, but not for merchants; that public investigations of "food trusts" have fallen flat; that public markets, set up as a challenge to the grocer, are a flat failure, even when they are the recipients of a variety of artificial propping up; that the parcel post is being used to create questionable competition for the legitimate merchant, and, finally, that a Chicago grocer has started under the grocery banner to ride into Congress, in the hope of having the grocer's voice heard in the land.

"All these and kindred subjects have occupied a deal of public attention of late, and thus far no grocer has been convicted or shown culpable. On the contrary, his service has been proven of value; schemes to displace him have starved to death on the "huge profits" the grocer worries along with; courts have acquitted him of "doping" and "misbranding" in the majority of cases, and the beautiful dream-pictures of the co-operative market promoter and the theorist have faded in the strong light of experience; but all the comfort the grocer and the legitimate manufacturer get is the calm reflection, "never touched me." Are they to be blamed when they suggest that the time is ripe to let up and reach a conclusion that perhaps, after all, they are decent, hard-working, law-abiding citizens, quite as much victims of economic and ethical conditions as ever the long-suffering consumer is."

The Retailer Overlooked

IN THE APPLE-selling campaign instituted by the Canadian Government, there was one important body of men overlooked—the Retail Trade. The retailer is the man who in the final distribution of any foodstuff comes face to face with the ultimate consumer, and he is the man whose knowledge should have been consulted by the Department of Trade and Commerce before launching its apple campaign. Officials of the Retail Merchants' and Grocers' Associations say this has not been the case. It should be perfectly clear to anyone that in such an important matter of this character, where an entirely new idea is being attempted, the men who are going to figure most prominently in it are among the first whose judgment should have been secured.

Here is a case in point. In an Eastern Canadian grocery store a consumer was quoted what he considered an excessive price on a barrel of apples. This aroused rather violent criticisms against that dealer without there being taken into consideration whether that barrel of apples was worth the price asked. No two barrels even of the same variety of apple are alike. If a grocer pays for a well-packed barrel of apples, and every one of them choice, hand-picked fruit, he must get a good price for them. Yet the publicity campaign of the Government entirely ignores that point and allows the public to entertain the idea that all apples are "dirt cheap," to use a common expression. This is just the sort of thing that tends to lessen the effectiveness of a campaign of this character. It demonstrates the error the Minister of Trade and Commerce has made in not consulting the retailer and it should not occur again.

The Government may plead that it had only a short time to get the campaign under way; but it is a fact nevertheless that in other matters to be solved where the experiences of the retail trade would count for much, it is ignored. Yet when a matter affecting the labor men arises, the Government makes haste to consult the labor unions involved. This is not as it should be. The retail trade is a big power in the country, both in view of the part it plays in the welfare of any business centre and of the importance of its calling, and in questions vitally affecting it, its organizations should, from a good business standpoint, be fairly recognized.

Settle Accounts as Usual

WE BELIEVE most retail merchants realize the need of keeping business as near normal as possible during the war. A few complaints are being heard from authoritative sources, however, that some who could help by paying their accounts are deliberately holding off doing so. This is not only an injustice to wholesalers and manufacturers who are straining every effort to keep collections up to normal, but it is calculated to cause an immediate money shortage. If persisted in it will defeat its own purpose and dealers who deliberately hoard up funds will find the practice will speedily react against themselves. They cannot injure the community at large without involving themselves. Our advice is to make settlements as usual and help to keep business normal. You cannot conscientiously ask your customers to pay their accounts if you do not practice what you preach.

A Fall Number Full of Ginger Articles

To the Grocery Trade of Canada:—

Your success in your fall and Christmas selling campaign depends principally on the ginger you put into your selling methods, the resourcefulness of those methods, and the quality and range of the goods you handle. This year as in the past Canadian Grocer is issuing its big annual Fall Campaign Number at a time when you are most concerned with the methods you will employ and the goods you will sell.

This will reach the trade on October 30.

From the advertising pages, you will get an abundant supply of information on all kinds of fall, Christmas and winter lines which will figure in your selling work. In the editorial pages there will be the ammunition for carrying out the campaign successfully. The editorial representatives have for some weeks been on the hunt all over Canada for the methods of some of Canada's best dealers on how they are increasing their business, and particularly on the methods of conducting a successful fall, and Christmas selling campaign. Already several articles are in type awaiting the press. There are no theories expressed, remember. These articles represent the thoughts and actions of hard-headed business men of Canada who have made a close study of the problems of retail selling.

While space does not permit references to all these, a summary of a few already prepared will serve to typify the character of this year's big Fall and Christmas Number.

* * *

"From a Canvas Tent to a Big Store"

In a trip through the Canadian West a Canadian Grocer representative secured from a number of dealers their business building methods. All the articles from these merchants are of a most practical character. One of them will tell how a Western merchant has built up a big business who first opened out in a canvas tent.

* * *

Prize-Winning Windows

A feature of it will be the best bunch of Christmas selling windows that have ever been presented to the trade anywhere in America. These are the displays that captured the prizes in Canadian Grocer's contest of last year. The windows are all described by the dealers and salesmen who trimmed them, and are as fine a collection as have ever been seen. They will help you with your Christmas display. Watch for this feature.

* * *

"New Fixtures Worth $650 a Year"

How many dealers have ever figured out the actual money value of their fixtures and equipment? In this article a merchant in Western Ontario tells of the wonderful reform he made by moving into a new store and installing modern equipment. The entire time of one saleslady is saved by the more convenient arrangement, and at the same time the dealer sells more goods and carries less stock. A leak is eliminated and permanent advertising value is secured.

* * *

"Increasing the Order by Interior Displays"

Here is a comprehensive article on the question of inside display written by a man who has traveled all over Canada and who has come in contact with some of the best stores. He also knows the English grocery establishment and makes some interesting comparisons.

Some of Canada's finest stores will be depicted, demonstrating the rapid advances the retail trade have made. Many of them are models in cleanliness, attractiveness and refinement. No member of the trade should miss seeing them.

There will be scores of actual instances from grocers themselves illustrating how they have increased sales of certain goods, and how they go after fall and Christmas trade.

In short this big Fall Campaign Number of Canadian Grocer is going to be one of money value to every man who reads it. It promises to supersede anything in the way of a practical issue that the trade has ever received. Remember the date — October 30—and see that you get your copy.

Yours very truly,

THE EDITOR.

Canada's Backbone Is All Right How Is Yours?

The first three pages of this week's Grocer prove conclusively that, apart from a few congested industrial centres, the retail grocers are finding trade good. In the agricultural districts, the backbone of the Country, it was never better.

Our Fall Campaign and Christmas Goods Number will be brought out **October 30th.**

Here is your opportunity to tell the retailers of Canada what attractive offers you have for the Fall trade.

Every retailer will be interested in what you have to say. The War has cut off some sources of supply—has broken old connections. The firm which has new sources of supply will find this the logical moment to secure new connections with Canadian Grocer readers, the most progressive and substantial of the trade in every province.

Our readers have formed the habit of consulting the advertising pages of our Fall Number, knowing it contains the announcements of the leaders. They will be looking for your advertisement.

Do It Right and Do It Now

Reserve a double or full page in our Fall Number and fill them with "immediate interest news" of your Fall and Christmas Goods offerings. You will find our subscribers will be quick to appreciate the results of your "good buying."

Closing Day, October 24

Don't wait till the last moment. Reserve your space now and give us a chance to give you 100% service.

ADVERTISING MANAGER,
Canadian Grocer.

October 8th, 1914.

A Hamilton R.G.A. Resolution and Salada Tea Company's Reply

At Last Meeting of Association Question of Stickers on Labels Was Discussed and Resolution Passed—The Two Viewpoints.

At a meeting of the Hamilton Grocers' Association, Hamilton, Ont., held in the Board of Trade Rooms last week, the following motion by Eric C. Jamieson was unanimously carried:—"That the secretary be instructed to write Mr. Larkin, of the Salada Tea Co., that the ad. being put in the daily press by that firm stating that any grocer selling Salada tea with a different price sticker on was taking advantage of his customers, or words to that effect, was distinctly unfair to the retailer, inasmuch as, although Mr. Larkin was getting advanced prices on his stock in hand, this publication fairly stopped the retailer from doing so, and that until he makes a fresh statement in the press we absolutely refuse to buy Salada tea."

* * *

The Salada Tea Co., when interviewed by the "Canadian Grocer" in reference to the above resolution, stated that their position was as follows:—

"The whole trouble was originated by a certain Hamilton wholesale firm placing stickers over our registered label, raising the price of the tea they had had in stock from 30c to 40c and from 40c to 50c per pound. Quite a few of the retail grocers are selling these goods today at the above prices.

"Are we to take no steps to defend ourselves against such actions as these?

"Suppose this wholesale firm had put stickers on our goods raising the price to 60c and 70c per pound, and the public were being told that those were the prices at which Salada tea was sold, does the Hamilton Grocers' Association think we would stand by and see our business ruined?

"We have a registered label, and no one has any legal right to interfere with that label. Those who have done so will shortly have a chance to defend their conduct in the courts. We sell our goods to the grocer, placing the selling price on the end of the packet. We guarantee, whether the market goes up, or down, that they will always receive the same profit, and they can send back every pound of Salada they have, for which they will be paid the full value, but they must not interfere with our labels. When the embargo came off teas recently, we lowered our prices five cents per pound. We imemdiately took back every pound of the higher-priced tea we had sold, and paid the freight both ways on these goods. This the wholesalesale firm in Hamilton would not do. They left the sticker tea on the hands of the retailers there.

"As to any individual or association refusing to handle Salada tea — this is their business entirely. They need never sell one ounce of it if they do not care to do so, but we will defend, with all our might and main, any interference with our labels or packets, which everyone knows is the life of this business. We would like this very clearly understood.

"As to the other wilful misrepresentations that have been made by some of our enemies, it has been stated over and over again that the newspapers quoted us as saying that there would be no change in the price of Salada tea. This is one of the many lies that have been circulated with the deliberate intention of injuring us.

"We never made such an assertion, nor did anything of the kind ever appear in the newspapers. What we did at one time say was that we could see no reason why teas should be dearer, which was absolutely true. We said that, when interviewed, because there was, up to that date, a very large production of tea in India and Ceylon. There was an embargo on tea in England at that time, and although our stock had run very low, we were creditably informed that the embargo was to be taken off the beginning of the next week.

"A very short time after that we received a cable (and we will be glad to show both cables to anyone interested), stating that the embargo was to remain on indefinitely. This was private information that we knew would be made public in a day or two.

"Now suppose we had not raised our prices. As soon as the information was made public ,we would have had orders enough in one week to take all the tea we had in stock, and with the embargo on, we could get no more. One-twentieth of our customers would have enough Salada to last them for probably more than a year, and until the tea was old and had gone off in flavor, while the other nineteen-twentieths of our customers would be unable to obtain a pound, until the embargo was removed and we were able to get fresh supplies. This would have meant absolute ruin to our business.

"What was the best way to stop this rush of orders? This was the question that most interested us, and there was absolutely only one way, that was to raise our prices enough to deter people from purchasing more than their usual requirements. This we did.

"As soon as the embargo was removed we reduced our price again to the extent the market permitted, and we took back every pound of Salada that we put out at the higher price, thus assuring the wholesaler and retailer of receiving their regular profit. When the market justifies it we will reduce our prices again, and will take back all the tea that is in grocers hands, which they have purchased from us at present prices, because we intend to pursue the same course as we have pursued for more than twenty years, viz., to stand all losses that a declining market brings about, but we will not allow interference with our packet."

CANNED LOBSTER AND THE WAR.

IN an interview with a packer of lobsters during the past week the situation regarding the interference of shipments caused by the war and market conditions were discussed at length.

"This season," he stated to Canadian Grocer, "the price of canned lobsters reached the highest level of cost ever known in the Maritime Provinces. The supply of the fresh article has been diminishing for years, but the demand for the product has increased. The cost of production is greater, for as it becomes more of a luxury the items included in the operation have necessarily called for all improvements in the quality and style of the accessories and packing. While there are about seven hundred factories in operation an uniform improvement is hardly possible, but the average shows an improvement in this respect.

"At the opening of the war, the season for 1914 having just closed in most sections of the Maritime Provinces the goods had reached the exporters and many of them were en route to the consuming European countries, but most of them being in British vessels the bulk of such shipments were diverted to England. The closing of the continental markets by the war, with large stocks held in Great Britain unsold and a fair quantity also on this side led many to believe that a reduction in the value was imminent.

"It transpires, however," he added,

(Continued on page 43.)

CURRENT NEWS OF THE WEEK

Quebec and Maritime Provinces.

G. R. Small has been engaged by the Canada Maple Exchange, Ltd., Montreal, in the capacity of general manager.

W. A. Rafuse, a traveller for the Imperial Tobacco Co., is in the Halifax Infirmary, recovering from an operation.

One of the largest contributions to the Montreal Board of Trade Belgian Relief Fund was one of $500 from the Imperial Tobacco Co. of Canada, Ltd.

A fire broke out in the building occupied by Shand Bros., Windsor, N.B., on Sunday, Sept. 23, but did more damage to the upper storeys than the store.

The Lake of the Woods Milling Co. have donated a supply of flour to the Belgian Relief Committee. The Alberta Government have donated 5,000 sacks.

Alfred Monette, wholesale and retail poultry dealer, Bonsecour Market, Montreal, died on Saturday last, aged 85. He has been in that business for about 60 years, and was formerly located in St. Anne market.

R. W. Reinhardt, secretary-treasurer of John Robertson & Son, Limited, St. Catharine street, Montreal, has resigned from his position with that company and leaves immediately for Boston to take a similar position with his brother, Arthur E. Reinhardt.

Ontario.

Stock of Depew Bros., Schrieber, Ont., has been sold.

J. F. Jones, grocer, Toronto, has sold to Joseph Ramer.

Thos. P. Fish, grocer, Hamilton, Ont., is succeeded by S. Cross.

W. A. McConnell, general merchant, Essex, Ont., sustained a fire loss recently.

Byron Adams, general merchant, Mount Brydges, Ont., has sold to Thos. Wilkinson, of Detroit.

Hymers Bros., general merchants, Hymers, Ont., have dissolved, Geo. E. Hymers continuing.

E. K. Barnsdale, grocer and baker, of Stratford, Ont., with C. Dannacker of the same city, attended the Bakers' Convention in Winnipeg.

The Pearson-Connell Co., grocery brokers, Toronto, are now known as the Connell-Ott. Limited, and have moved from George Street to 401 Kent Building.

W. R. Butcher, grocer, and mayor of St. Mary's, Ont., and Chas. McCausland of Paris, Ont., were visiting in Toronto last week.

George Lawrence, general merchant, Creemore, Ont., died on Monday after an illness of one week. Pneumonia was the cause of death.

A Transient Traders Act is to be introduced by J. M. Patterson, mayor of Paris, Ont., at the next meeting of the council. Mr. Patterson is also a grocer in that town.

C. C. Borden, grocer, corner of London and Elora roads, Guelph, Ont., has purchased the land and buildings which he has occupied for the last year, and intends enlarging in the near future.

There is some talk of an executive meeting of the Ontario Retail Grocers' Association in November. This will likely be for the winding up of affairs before beginning work as the Ontario Grocers' Section of the Retail Merchants' Association of Canada.

Lampman & Co., grocers, Tilbury, Ont., who sustained a fire loss some time ago, have reopened in the Scriven block. The J. S. Richardson Co., also of Tilbury, are putting a new front into their store. One of the windows will be used for displaying groceries.

The Grocers' Section, Toronto Branch Retail Merchants' Association, will meet in the R. M. A. offices at 21 Richmond St. on Monday, October 19. It will be the annual meeting and election of officers will take place. As many members of the trade as possible are urged to be in attendance, as matters of importance are coming up.

Western Canada.

Paragon, Limited, have opened a grocery and provision store at 1852 Hamilton street, Regina, Sask

Pettit & Howies, general store at Cowley, Alta., sustained a complete fire loss last week.

W. A. McKenzie, formerly of McKenzie & Fraser, Vegreville, Alta., has purchased a general store business at Bruderheim.

NEW WHOLESALER IN TORONTO.

A new wholesale grocery establishment has been opened in Toronto at 59 Front Street East by J. W. Bowman & Co. Mr. Bowman has been a grocer for twenty-five years and is now leaving the retail field to go into the wholesale business. He latterly had stores at Hamilton, Niagara Falls and Welland, and comes to Toronto after disposing of these interests. He states that his policy will be to handle the business on a cash basis.

NEW BISCUIT AND CANDY FACTORY.

London, Ont., Oct. 7.—The McCormick Manufacturing Company, Limited, biscuit and confectionery manufacturers, are now occupying their new factory on Dundas Street, about two miles east of the centre of the city. The building has a frontage of 354 feet, and is 200 feet deep on each of the wings, with other buildings showing a still greater depth. It is finished in white enamel and tile on the inside, and with white enamelled terra cotta on the outside. It has four storeys, with basement, and contains eight acres of floor space. The entire site includes 100 acres.

The fact that 68 per cent. of the outside walls have been given over to windows demonstrates the importance the foodstuffs factory of to-day places upon light and sunshine.

On the second floor a large central room has been arranged as an employes' restaurant, the meals being purchased at cost price. Adjoining this are a rest-room, library, reading-room, and men's gymnasium. There is also a Red Cross department.

In the basement are employes' lockers and shower baths. On the west side of the building a piece of land will be laid out for men's sports, while on the east side will be a section for the girls. A large portion of the 100 acres will be sub-divided for employes' homes—practically a new feature in so far as Canadian factories are concerned.

During the week of the Western Fair here the building was thrown open to visitors, and many of them took the opportunity of going through it.

Tea Market Troubled by the War and Floods

Sinking of Vessels in Indian Ocean by German Ship and Floods in Japan Are Disturbing Influences—Sugar Situation Still Strong —Declines in Rice and Beans—Dried Fruits Arrive in New York and Others on Way.

Publication Office, Toronto, October 8th, 1914.

THE quietness which is prevailing in the grocery business is no more than was to be expected as a reaction from the heavy buying which came with the declaration of war. There is room for difference of opinion also on the point as to the actual extent of the war influence on business and some opinions are that had there been no outbreak of hostilities Canada was in for a period of dull times which would have been little more pronounced than that now prevailing. Generally the feeling is one of satisfaction, both with regard to sales and collections—particularly at country points. At the same time sales are being curtailed both by the retailer and the wholesaler and the hand-to-mouth policy is considered as the safer for all concerned. War influences are still dominant in the market, but it is generally recovering and it is felt that there must be caution until the whole situation clears for the reason that indications of the end of the campaign would have the effect of knocking the bottom out of the market for the time being at least in many lines.

The more optimistic see in the depression merely the swing of the pendulum and argue that there must be a swing back again in a short time.

The question of consumption is one to which some thought may be given, and it is a peculiar fact that not only does there appear to be a slackening in demand for luxuries, but there appears to be an actual falling off in consumption of such staples as potatoes and bread as reported by dealers who specialize in these lines. The only explanation appears to be that there is a general policy of carefulness being adopted by the housekeeper which is cutting down kitchen waste.

The market for Mediterranean fruits seems to have been relieved by reports of actual arrivals at New York and news stocks will be on hand shortly. California fruits are unsteady, as they are affected directly by war conditions as affecting exports. Dried apples are very easy and prices are down materially.

Spot beans are somewhat easier, but the situation at country points is reported as firm. Lower prices are quoted from Eastern points.

Holiday trade is expected to lend strength to the fruit and vegetable market for the time being and anything which will help trade here will be welcome. Prices are low and particularly for apples which promise to glut the market. Fish and oyster business has also been slow with the continued warm weather.

Interference with exports has affected the provision market violently and there has been a decline all along the line of ½c at Toronto with an easy feeling also at Montreal. Eggs are easier with better prices at country points than market centres where storage eggs are available. Butter is weak on a showing of increased stocks at Montreal for September which have decreased by about 40,000 packages. Cheese holds firm, but no action is being taken to take immediate advantage of reviving export demand.

Flour is weak, but war should maintain prices until storage capacity has been filled at least. Rolled oats and cornmeal are easier. Bran is reported as low as $23 at Toronto.

Western reports indicate increased acreage for wheat next year and better tone in consequence. Prices are adjusting themselves downwards.

Markets in Brief

QUEBEC MARKETS.

PRODUCE AND PROVISIONS—

Lards and meat markets weak.
Butter prices down.
Egg and cheese markets quiet.

FRUITS AND VEGETABLES—

Apples plentiful and cheap.
Grapes a good seller.
Potatoes, celery and cauliflowers in demand.
Cranberries selling at $6.50.

FLOUR AND CEREALS—

Rolled oats show weakness.
Flour export dead.
Little demand for feeds.

FISH AND OYSTERS—

Brook trout off market.
Good demand for pike and dore during Jewish holidays.
Oysters quiet during mild weather.

GENERAL GROCERIES—

Dried beans and peas cheaper.
Tea supplies getting scarce.
Spanish raisins and currants expected.
Rice drops 25c per cwt.

ONTARIO MARKETS.

FLOUR AND CEREALS—

Business quiet; strength regained.
Rolled oats and cornmeal cheaper.
Bran being quoted lower.

GENERAL GROCERIES—

Currants are cheaper.
Dried apples materially lower.
Apricots and peaches advance.
Spot beans lower; future firm.
Rangoon rice declines.

FISH AND OYSTERS—

Holiday should help oysters.
Weather interferes with fish sales.
Season for dried varieties not at hand.

FRUITS AND VEGETABLES—

Apples very plentiful and cheap.
Grapes, bananas, cranberries lower.
Potatoes find weak market.
Holiday trade should rouse market.

PRODUCE AND PROVISIONS—

Meats and lard off ½c.
Eggs cheaper in city than country.
Cheese holds firm; butter weak.

MONTREAL.

Montreal, Oct. 8.—Decreased demand, following the boom which the war created, has had the effect of creating important changes in several markets. Good crops in certain lines are also having an important influence. While most people are content with their stocks of teas, those who are not are having difficulty in securing new supplies. If present high war risks continue, and the German cruiser Emden is not captured, the tea market should become as interesting as it was just after the war out-

break, especially in view of the situation in the Japanese market.

The dried vegetable situation is important. New crops have arrived in large quantities, and in good condition, which has had a temporary depressing effect on prices. Prices are being quoted at a dollar per bushel less than a week ago, but unfavorable conditions exist regarding peas, which are arriving in poor condition.

Another important change is in rice, prices for which have been reduced all round 25c per 100 lbs.

SUGAR.—Some idea of how refiners are catching up with orders may be gathered from the fact that one refinery here has closed down the plant to effect repairs and clean out boilers—a necessary process at intervals. To do this, it has been necessary for them to manufacture a large stock to take charge of their large demand. Otherwise, conditions in the Canadian sugar market are about the same as on the previous week. Raw in New York is standing steady around $6.50 to $6.75. The demand has a tendency to slacken off a little, yet, at the same time, refiners are selling as much as they want to.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	6 25
20 lb. bags	6 35
2 and 5-lb. cartons	6 55
Second grade, in 100 lb. bags	6 20
Yellow Sugars—	
No. 3	6 10
No. 2	6 30
No. 1	5 85
Extra Ground Sugars—	
Barrels	6 65
50 lb. boxes	6 85
20 lb. boxes	7 05
Powdered Sugars—	
Barrels	6 45
50 lb. boxes	6 65
25 lb. boxes	6 85
Paris Lumps—	
100 lb. boxes	7 00
50 lb. boxes	7 10
25 lb. boxes	7 30
Crystal Diamonds—	
Barrels	6 90
100 lb. boxes	7 00
50 lb. boxes	7 10
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

DRIED FRUITS.—It is certain now that the s.s. Jacona, of the Thompson Line, will arrive here shortly with large supplies of Spanish fruits and nuts. She was somewhat delayed at Denia, which probably gave ground to reports that she would not sail. This delay gave local brokers an opportunity to cable orders for raisins at a late date. One dealer, speaking of his supplies, states that they will be slightly higher in price. Prices quoted by him to retailers on Valencia raisins are:

Fine, off stock, 28-lb. boxes, lb.	0 07
Fine, off stock, 14-lb. boxes, lb.	0 07½
Fine, off stock, 7-lb. boxes, lb.	0 08
Finest selected, 28-lb. boxes, lb.	0 08
Four-crown layers, 28-lb. boxes, lb.	0 08¼
Four-crown layers, 7-lb. boxes, lb.	0 09

It is now believed that both figs and dates will arrive on this market before very long, several steamers being reported on their way to New York. Wholesalers have some stocks of dates, and do not expect big changes on new arrivals. Prices on nectarines have been withdrawn, as it is difficult to find any. Currants are due to arrive on the s.s. Jacona, the price being about the same as last year. Prices on Sultana raisins have been dropped 1c per lb., for loose, 12c to 12½c, and 1-lb. cartons, 13c to 14c.

EVAPORATED FRUITS.	Per lb.
Apples, 50-lb. boxes	0 08
Nectarines, choice	0 11
Peaches, choice	0 08½ 0 09
Pears, choice	0 14 0 15
Apricots	0 15 0 16
DRIED FRUITS.	
Candied Peels—	
Citron	0 18
Lemon	0 12
Orange	0 13
Currants—	
Amalias, loose	0 07 0 11
Amalias, 1-lb. pkgs.	0 08½ 0 11½
Filiatras, fine, loose, new	0 07
Filiatras, packages, new	0 08
Dates—	
Dromedary, package stock, per pkg.	0 10 0 13½
Fards, choicest	0 11 0 14½
Hallowee, loose	0 06 0 08
Hallowee, 1-lb. pkgs.	0 07½ 0 08
Prunes—	
40 to 50, in 25-lb. boxes, faced	0 12½ 0 12
50 to 60, in 25-lb. boxes, faced	0 10½ 0 11
60 to 70, in 25-lb. boxes, faced	0 10½ 0 11
70 to 80, in 25-lb. boxes, faced	0 09 0 09¾
80 to 90, in 25-lb. boxes, faced	0 09
90 to 100, in 25-lb. boxes, faced	0 08½
Raisins—	
Malaga table, box of 22 lbs., according to quality	5 00 6 60
Muscatels, loose, 3 crown, lb.	0 08½
Sultana, loose	0 12 0 12½
Lower grades Sultana, 1 lb. pkgs.	0 15 0 18
Valencia, new	0 06¾ 0 07¼
Seeded, fancy	0 10
Seeded, choice	0 09

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

RICE.—Prices of rice have been reduced 25c per 100 lbs. on all grades. This is due to the fact that stocks have been received here which were not expected. Prics were put up at the time of the war in the belief that new stocks would be hard to secure.

Rangoon Rices—	Per cwt:
Rangoon "B"	3 50
"C.C."	3 40
India bright	3 65
Lustre	3 75
Fancy Rices—	**Per cwt.**
Polished	5 25
Pearl	5 35
Imperial Glace	5 65
Sparkle	5 85
Crystal	5 85
Ice drips	6 20
Snow	6 05
Carolina head	7 85

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

Imported Patna—	Per lb.
Bags, 224 lbs.	0 06 0 06½
Half bags, 112 lbs.	0 06¼ 0 06
Quarter bags, 56 lbs.	0 06⅞ 0 06⅞
Velvet head Carolina	0 09½ 0 10½
Sago, brown	0 06 0 06½
Tapioca—	
Pearl, lb.	0 06 0 06½
Seed, lb.	0 06 0 06½

MOLASSES.—The last shipment of molasses arrived in Montreal more than three weeks ago on s.s. Santraine from Barbadoes. New stock there is not to be had at any price, but fairly good stocks are being held in Canada; but this season there is a New York inquiry, which has not been had for years. Several inquiries were received last week by local importers, but prices were too low. An importer with a stock of 1,000 puncheons was approached this week, and offered 35 cents. He refused this on the ground that at the present price of raw sugar the price should be 45c. Before the war, when raws were at $2.50, molasses were costing the wholesaler 24c, whereas raw to-day is quoted at $5.50 to $5.75. The importer eventually sold his 1,000 puncheons at 37c. The wholesale price to-day is 38c, so that retailers should not be surprised if an advance takes place before long.

Barbadoes Molasses—	Prices for Island of Montreal. Fancy.	Choice.
Puncheons	.38	.36
Barrels	.41	.39
Half barrels	.43	.42

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls.	0 04¼
Pails, 38½ lbs., $1.95; 25 lbs.	1 49
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Maple Syrups—	
Pure, per 8½ lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00
Maple sugar, pure, per lb.	0 10 0 11

COFFEE.—The first shipment since August 21 is due in, and was purchased prior to the war; so that coffee arriving now is the first new coffee to arrive under war conditions. The market is dead, and it is believed prices will drop under these conditions; in fact, a drop in Rios of ½c is about to be made. Lower prices certainly should prevail during November, unless peace should be declared, when enormous quantities would be required for Germany, which is a great coffee consumer. The war tax has had its effect on the consumption of coffee. Many a man who drank 25c grade, for which he is now charged 30c, has turned to tea for a drink.

Coffee, Roasted—	
Bogotas	0 26 0 30
Jamaica	0 25 0 28
Java	0 33 0 38
Maricaibo	0 23 0 27
Mexican	0 27 0 30
Mocha	0 30 0 33
Rio	0 19 0 22
Santos	0 23 0 26
Chicory, per lb.	0 12 0 15

NUTS.—Market is fairly firm, and new stocks are hard to secure, though large shipments are now on the way. Some brokers who have been unfortunate in not making connections with their shippers, are not quoting on almonds. New walnuts, to arrive, fresh cracked, are quoted at 37c by the case; shelled almonds, ditto, 39c. No quotations on new filberts are to hand.

Shelled walnuts, per lb.	0 50
Shelled almonds, 28-lb. boxes, per lb.	0 45
Finest filberts	0 14 0 15
Pecans—	
Large	0 18 0 20
Almonds	0 21 0 22
Walnuts, Grenoble	0 21 0 22
Brazils, new	0 15½ 0 16½
Peanuts, No. 1, 12½c; No. 2	0 09¾
Peanuts, No. 3	0 08¾

SPICES.—Normal demand is experienced; the market remains firm. Cream of tartar is quoted at 60c for ground, which is pretty high.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins, dozen.
Allspice	0 15—0 18	0 60—0 70	0 70—0 80
Cassia	0 22—0 25	0 72—0 90	0 80—0 90
Cayenne pepper	0 30—0 35	1 02—1 15	1 10—1 25
Cloves	0 35—0 40	1 15—1 30	1 25—1 40
Cream tartar—Supply all sold.			
Ginger, Cochin	0 21—0 23	——	——
Ginger, Jamaica	0 25—0 30	0 90—1 05	0 95—1 10
Mace	0 85—1 10	——	——
Nutmegs	0 30—0 35	1 02—1 20	1 10—1 25
Pepper, black	0 23—0 25	0 80—0 90	0 90—1 00
Pepper, white	0 31—0 32	1 06—1 10	1 10—1 20
Pastry spice	0 25—0 32	0 85—1 10	0 95—1 15
Pickling spice	0 20—0 25	0 75—0 90	0 80—0 95
Turmeric	0 20—0 22	——	——

Lower prices for pails, boxes or baliers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00 2 50
Carraway—	
Canadian	0 12
Dutch	0 20
Cinnamon, Ceylon, lb.	0 60
Mustard seed, bulk	0 18 0 22
Celery seed, bulk	0 35 0 45

Cayenne chillies	0 25	0 30
Shredded cocoanut, in pails	0 20	0 25

DRIED VEGETABLES.—The new crop of beans is coming in, and the market took a drop this week, and low prices are being asked for deliveries around the middle of October. Some, however, think that lower prices are only temporary.

Beans—		
Hand picked, per bushel	....	3 30
Canadian, white, per bushel	....	3 00
Yellow, per bushel	....	3 25
Yellow eyes, per bushel	....	3 40
Lima, per lb.	0 08½	0 09
Peas, per bushel	....	2 75
Peas, Imperial green, per bushel	....	2 50
Barley, pot, per bag	....	3 50
Barley, pearl	....	5 00

TEAS.—With war risks rising, and Japanese crops injured by flood, the tea market is in a troubled state. Stocks are declared hard to secure, and yet little buying is going on. It would not be surprising to find higher prices being quoted before long.

CONFECTIONERY.—The embargo on English confectionery was removed at the same time as on jams and marmalades. Had contracts not been filled, importers who had taken large orders for Christmas goods would have been placed in an unenviable position. As it is, large supplies of fancy candies are now arriving in boxes, on which are stenciled: "Not to be shipped," showing that they were on the wharf when war broke out, and were held by order of the British Government. It is almost too early to say what will be missing from the market this year, as goods are still arriving from England.

ONTARIO MARKETS.

Toronto, Oct. 8.—Business is showing the effect of the reaction after the war demand, and there is also an evident falling off in wholesales, particularly in the larger industrial centres, which, strangely enough, seems to apply to staples as well as luxuries, but in how far this is the result of people having stocked supplies or the result of elimination of waste in the household kitchen is difficult to define. Wholesalers generally have no complaints to make and they were prepared for this reaction. Collections are reported as fairly satisfactory, particularly at country points. Some jobbers point out that in any event the trade and business in general was in for a quiet spell on account of the conditions throughout the country. Generally the policy is to encourage hand to mouth buying and grocers' stocks are in better shape to-day than they have been for some time.

Tea is firmer, and there may be a shortage soon. Sugar is still firm, and may advance. Mediterranean fruits are easier on prospects of new stocks soon; first shipments will be through New York. Spot beans are lower but future prices are strong. Rice has declined during the week. But generally there are not many important price changes.

SUGAR.—Situation as regards sugar in Canada shows little change and prospects are for higher quotations. This is due to fact that although there was a temporary decline in the United States Canadian refiners are still at least ½c below the basis, and recent developments over the border have rather indicated strength, there being an evident reluctance to take futures even at an advance to one-eighth to a quarter. Acadia Refineries are still 40c above the market basis. The situation in the States at 1st of month was, on the face of it, improved as regards stocks of raws, there being a better balance shown than a year ago, but it must be taken into consideration that United Kingdom is expected to take twenty to twenty-five thousand tons a month above what is required by United Kingdom refineries with a capacity for 80,000 tons a month.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 31
20 lb. bags	6 41
10 lb. bags	6 46
2 and 5 lb. cartons	6 60
Second grade granulated, 100-lb. bags	6 21
Nova Scotia refined, 100-lb. bags	6 60
Extra Ground Sugars—	
Barrels	6 60
50 lb. boxes	5 21
25 lb. boxes	6 41
Powdered Sugars—	
Barrels	6 51
50 lb. boxes	6 71
25 lb. boxes	6 91
Crystal Diamonds—	
Barrels	6 95
100 lb. boxes	6 85
50 lb. boxes	6 95
Paris Lumps—	
100 lb. boxes	6 85
50 lb. boxes	6 95
25 lb. boxes	7 11
Cartons (20 to case)	8 51
Cartons (50 to case)	8 51
Crystal Dominoes, cartons	9 11
Yellow Sugars—	
No. 1	5 41

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

TEA.—Generally strength has returned to the situation through the closing up of markets at Calcutta and Bombay, and this has seemingly been confirmed by the developments of past week. One advice received is that since outbreak of war there have only been shipments made during one week and of the steamers which left during that period six were captured by the German cruiser in the Bay of Bengal. The outlook then is very uncertain as regards supplies and at same time there is a grave prospect that England will resume embargo on tea to protect stocks for home consumption.

DRIED FRUITS.—Market for Mediterranean dried fruits is somewhat easier, particularly with regard to currants. Situation seems to be relieved by arrival of shipments of new fruits in New York, which should be in the Toronto market shortly. This also gives assurance that direct shipments will be along in the near future. There is no change in the situation as regards Sultana raisins and figs. In California fruits new prices for apricots are higher and the situation is very uncertain; with regard to both apricots and prunes the future will depend upon the export situation. The price for dried peaches has advanced, but market is not strong and is feeling effect of lower prices for evaporated apples. Old stocks of apples are about exhausted and the quotation has been materially reduced.

Apples, evaporated, per lb.	0 07	0 08
Apricots—		
Standard, 25 lb. boxes	0 13	0 14
Choice, 25 lb. boxes	0 14	0 15½
Candied Peels—		
Lemon	0 14	0 16
Orange	0 14	0 16
Citron	0 20	0 22
Currants—		
Filiatras, per lb.	0 08	0 08½
Amalas, choicest, per lb.	0 09	0 09½
Patras, per lb.	....	0 10
Vostizzas, choice	....	0 11½
Vostizzas, shade dried	0 13	0 13½
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09	0 09½
Fards, choicest, 60-lb. boxes	0 08½	0 09
Package dates	0 07½	0 09
Hallowees	0 06	0 06½
Prunes—		
30-40s, California, 25 lb. boxes	0 13½	0 14½
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12½
60-70s, 50 lb. boxes	0 10	0 10½
70-80s, 50 lb. boxes	0 09½	0 10
80-90s, 50 lb. boxes	0 09	0 09½
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 07	0 07½
25-lb. boxes ¼c more.		
Raisins—		
Sultana, choice, new	0 10	0 11
Sultana, fancy, new	0 12	0 14
Valencia	0 09	0 09½
Seeded, fancy, 1 lb. packets	0 09⅜	0 09½
Seeded, choice, 1 lb. packets	....	0 10
Seeded, choice, 12 oz.	....	0 08½
Seedless, 16 oz. packets	0 11	0 11½
Seedless, 12 oz. packets	....	0 10

BEANS.—There are some lower quotations from the wholesalers as to existing supplies but advices from country points are that the situation is firm. Yields are reported as being short and farmers are holding stocks. Shortage of Austrian supply is being filled to some extent with Manchurian and Chinese beans, but reports indicate that they are rather hard and unsatisfactory from the cooking standpoint. Peas are scarce and firm on account of the short harvest.

	Per bushel.	
Beans—		
Canadian primes	2 75	3 25
Lima, per lb.	....	0 10
Peas, blue, Canadian, per bush.	3 00	3 25
Peas, whole, white, per bush.	3 00	3 25

RICE.—There is another reduction of 25c noted in the price of Rangoon rice but the fancy is holding its position more firmly. Quotations for tapioca are off about 1c a pound.

Rice—		
Rangoon, per lb.	0 03½	0 04
Rangoon, fancy, per lb.	0 04½	0 05
Patna, per lb.	0 06½	0 08
Japan, per lb.	0 06½	0 08
Java, per lb.	0 08	0 08½
Carolina, per lb.	0 09	0 10
Sago—		
Brown, per lb.	0 06	0 06½
White, per lb.	....	0 06
Tapioca—		
Bullet, double goat	....	0 10½
Medium pearl	0 06	0 07
Seed pearl	0 06	0 07
Flake	....	0 10½

SPICES.—Business shows effect of general conditions in this market and demand is not strong. Shipments of cream of tartar unexpectedly form a new development for the week and the price has gone down about 10c a lb. as the result. Peppers are even firmer on the continued activity of the German cruiser in the Bay of Bengal, and the attendant holding up of shipments.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	....—0 12	....—0 18
Allspice, whole	....—....	....—0 17
Cassia, whole	....—....	0 21—0 26
Cassia, ground	0 18—0 19	0 21—0 26
Cinnamon, Batavia	....—....	0 36—0 40
Cloves, whole	....—....	0 28—0 33
Cloves, ground	0 21—0 26	0 31—0 35
Cream of tartar	0 25—0 35	....—0 55
Curry powder	....—....	....—0 35
Ginger, Cochin	0 14—0 17	0 20—0 23
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, whole	....—....	0 24—0 27
Ginger, African, ground	....—....	....—0 18
Mace	....—....	0 80—1 06
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....—0 37
Nutmegs, ground, bulk, 45c; 1 lb. tins	....—....	....—0 50
Pastry spice	....—....	0 27—0 30
Peppers, black, ground	0 12—0 16	0 19—0 22
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 19—0 27	0 33—0 37
Peppers, white, whole	....—....	0 31—0 33
Pickling spice	....—....	....—0 17
Turmeric	....—....	0 18—0 20

COFFEE.—Situation for the week shows little change, although the activity of German cruisers is creating more uncertainty as to supplies of Java and even for Brazilian coffees for the Canadian trade.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 32	0 34
Arabian Mocha	0 31	0 34
Guatemala	....	0 32
Bucramanga	0 30	0 32
Mexican	0 30	0 32
Maracaibo	0 28	0 30
Jamaica	0 26	0 28
Santos	0 24	0 26
Rio	0 18	0 22
Chicory	....	0 14

SYRUPS.—Cooler weather is having effect of livening up the market for syrups with the result that there has been a better volume going to the trade. Dealers are expecting a fair demand for corn syrups with butter so high and the general tendency favoring the reduction of household expenses.

Syrups—	Per case.
2 lb. tins, 2 doz. in case	2 65
5 lb. tins, 1 doz. in case	3 00
10 lb. tins, ½ doz. in case	2 90
20 lb. tins, ¼ doz. in case	2 85
Barrels, per lb.	0 03¾
Half barrels, lb.	0 04
Quarter barrels, lb.	0 04¼
Pails, 38½ lbs. each	1 95
Pails, 25 lbs. each	1 40
Molasses, per gallon—	
New Orleans, barrels	0 26 — 0 28
New Orleans, half-barrels	0 28 — 0 30
West Indies, barrels	0 24 — 0 26
West Indies, half barrels	0 26 — 0 28
Barbadoes, fancy, barrels	0 45 — 0 48
Barbadoes, fancy, half barrels	0 47 — 0 51
Maple Syrup—Compound—	
Gallons, 6 to case	4 40 — 4 80
½ gals., 12 to case	4 70 — 5 40
¼ gals., 24 to case	4 70 — 5 40
Pints, 24 to case	2 50 — 3 00
Maple Syrup—Pure—	
5 gallon cans, 1 to case	6 45 — 6 60
Gallons, 6 to case	6 60 — 8 00
½ gallons, 12 to case	6 95 — 7 25
Quarts, 24 to case, in glass	7 00 — 7 25
Pints, 24 to case	4 00 — 5 90
Maple Sugar—	
Pure, per lb.	0 12½
Maple Cream Sugar—	
24 twin bars	1 80
40 and 48 twin bars	3 60 — 4 85
Maple butter, lb. tins, dozen	1 90

NUTS.—There is little change in the situation as regards supplies of nuts, but it is not evident that there is much fear of a shortage. For walnuts the quotations appear a little easier. There is still some uncertainty existing about the shipments from Spain, but the situation has cleared to a large extent. Shelled walnuts are also a little easier but shelled filberts are short and commanding high figures. New chestnuts are now in and are higher in price for the time being, but should come down in the near future.

In Shell—	Per lb.	
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 11	0 13
Brazils, large, washed, new	0 13	0 15
Chestnuts, peck	2 00	2 50
Filberts, Sicily, new	0 15	0 17
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09½	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	....	0 17½
Walnuts, Bordeaux	....	0 14
Walnuts, Marbots	....	0 15
Shelled—		
Almonds	....	0 55
Filberts	....	0 35
Peanuts	0 10½	0 11½
Pecans	0 56	0 60
Walnuts	0 55	0 60

IMPORTED JAMS.—Late reports in the trade are to the effect that further shipments of Old Country jams are expected to come forward at any time, in fact that there have been reports of shipments but no definite advices. The fact continues, though, that there have been no important arrivals for a couple of weeks. There would seem to be considerable to support the contention that the British jam makers find a better market at home than on this side of the water.

CANNED GOODS.

MONTREAL.—New prices on canned corn and tomatoes, as announced by the Dominion Canners, are about the same as last year, and are greeted by the trade as very reasonable. It is known that canning materials, such as tin and solder, cost considerably more than a year ago, so that few complaints are being made. At these prices the new goods may be retailed at 10 cents straight. Following are the new prices:—

	Ontario & Quebec Per doz.	
	Group B	Group A
2's Corn	$0 92½	$0 95
2's Corn, fancy	....	1 05
Gals. Corn on cob	4 50	4 52½
2½'s Tomatoes	0 92½	0 95
3's Tomatoes	0 97½	1 00
Gals. Tomatoes	2 90	2 92½

MANITOBA MARKETS.

Winnipeg, Oct. 8.—Again there are a good many changes in price to record, a number of these being in a downward direction. Indeed, generally the market has a much easier tone.

There is one new condition which may arise as the result of European hostilities. This relates to lemon oil, which is much used in the manufacture of biscuits, etc. If Italy is drawing into the conflict, it is said this product will almost double in value over-night. Such might be the case on the primary market, but as Canadian handlers have seen the possibility, and have had good opportunity to secure large stocks, there is little likelihood of any such large advance taking place here.

Record Acreage in 1915.

Regarding financial conditions, a feeling of optimism is prevalent. The Prairie chicken season, which opened October 1st, is taking many manufacturers and wholesalers into the country, and giving them an opportunity to see the exact conditions of the farmer. It is stated by these men that generally the crop has been very fair, and that the farmer is not only getting higher prices for this, but he has in the majority of cases sources of revenue from hogs, cattle, chickens, etc., which he did not possess even a year ago. An even more hopeful sign, according to these sportsmen is the great amount of plowing being done. Already everything points to a record acreage under cultivation in 1915.

The fact that grain money is coming in heavily has greatly improved collections, which are reported to be in good shape.

SUGAR.—Here there has been no change, and none is expected to take place within the week. At the end of that time, however, a further advance is quite likely, since the decline of last week in New York raws has been offset by later advances to such extent that the ruling prices for the refined sugar do not show the necessary margin over the raws. The demand for sugar is falling off, and the wholesaler is to-day pretty nearly in a position to get all he requires, and to fill all orders in full. The decline in the demand, of course, is quite likely due to the passing of the preserving season.

	Per cwt. in sacks.
Sugar, Eastern—	
Extra standard granulated	6 70
Extra ground or icing	7 20
Powdered	7 00
Lumps, hard	7 65
Montreal yellow	6 30
Sugar, Western Ontario—	
Sacks, per 100 lbs.	7 10
Barrels, per cwt.	6 05
Halves, 50 lbs., per cwt.	6 10
Bales, 20 lbs., per cwt.	6 15
Powdered, barrels	6 40
Powdered, 50s	5 75
Powdered, 25s	7 05
Icing, barrels	6 70
Icing, 50s	6 95
Icing, 25s	7 10
Icing, pails	7 00
Cut loaf, barrels	6 80
Cut loaf, 50s	7 05
Cut loaf, 25s	7 30
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 60
5-lb. tins, 1 doz. to case, per case	4 00
10-lb. tins, ½ doz. to case, per case	3 75
20-lb. tins, 3 tins to case, per case	3 70

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.
Barbadoes	0 53
New Orleans	0 34
Maple Syrups—	**Per case.**
Imperial quarts, case, 2 doz.	5 40
Imperial ½ gals., 1 doz.	5 55
New, pure, ½ gal., case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—New evaporated apples, which arrived this week, are being quoted at 8¼c, or 2¼c below last week's price. As further arrivals reach the market still further declines are expected, and the price will go steadily down until the quotation of about 7¼c to 7½c is reached. At this low level the consumption of apples this year should be very heavy. Currants are easier, present quotations for 1's being 9½c and 2's 18c. This is for old goods arriving freshly cleaned from New York. Currant prices will probably be lower when new stocks reach this market about the 1st of November. For delivery after that date prices are being quoted at 8½c and 17c. Further arrivals have brought another slight decline in apricots. Prunes are steady for the time, but are likely to go lower. It is expected

that there will be a fractional drop during the next two weeks. Raisins will be easier in a very few days, when new arrivals reach the market. The low price of 9¾c and 9¼c, which will be asked for these, will not, however, obtain very long. As the stock once reduced, prices will have to advance.

Apples, evaporated, new, 25s		0 08¼
Apricots, choice, 25's		0 13
Apricots, choice, 10's		0 14
Apricots, standard, 25's		0 12
Currants—		
Dry clean		0 09½
Washed		0 10
1 lb. package		0 09½
2 lb. package		0 19
Vostizzas, 1 lb.		0 12½
Dates—		
Hallowi, loose, per lb.		0 06½
Hallowi, 1 lb. pkgs.		0 07¼
Fard dates, 12-lb. boxes		1 10
Peaches—		
Standard, 25-lb. boxes		0 06¾
Choice, 25-lb. boxes		0 07½
Choice, 10-lb. boxes		0 08½
Extra choice, 25-lb. boxes		0 08⅞
60 to 70		0 10
50 to 60		0 10¾
40 to 50		0 11⅝
Raisins, Valencias—		
Extra select Valencias, 28's, box		2 15
Raisins, Sultanas—		
California		0 09¾
Smyrnas	0 08	0 12½
Raisins, Muscatels—		
3 crown loose, 50's		0 08¼
3 crown, loose, 25's		0 08½
Choice, seeded, lb.		0 09¼
Extra fancy seeded, lb.		0 09¾
Raisins, Australians—		
Lexias, 56-lb. boxes		0 08½
12-oz. packages, fancy		0 07⅞
12-oz. packages, choice		0 07½
Prunes, in 25-lb. boxes—		
90 to 100		0 08¼
80 to 90		0 08⅞
70 to 80		0 09½

TEAS AND COFFEES.—The coffee market is somewhat firmer, offsetting the drop of ½c which took place at the end of last week. The destruction of one boat carrying coffee for this market has, of course, had no effect on prices. It does exert a tendency, however, toward keeping insurance rates at their present high tone. Tea prices remain steady.

	Per lb.	
Coffee—		
Rio, No. 5, green		0 13¾
Rio, roasted		0 16
Santos, green, No. 4		0 15
Santos, roasted	0 21¾	0 22¾
Chicory, per lb.	0 07	0 08
Teas—		
Japans—		
Choicest basket, fired	0 40	0 50
Choicest, pan fired	0 40	0 50
Very fine, pan fired	0 35	0 40
Medium, pan fired	0 30	0 35
Common, pan fired		0 25
India and Ceylon—		
Souchongs		0 30
Pekoe Souchongs		0 35
Pekoe		0 40
Broken orange and orange	0 40	0 50
China—		
Fine Keelum	0 50	0 60
Good Packlum		0 35
Common moning		0 25

BEANS.—There is no change here. Growers are now quoting for delivery of new crop at Winnipeg at a price which would allow wholesalers here to sell at about $3.30 for 3's. There is some talk of the crop being badly stained from rain. Nothing certain is known of this, however. During the week barley has dropped materially, pot now being quoted at $3.10 and pearl at $4.60.

Beans—		
Austrian, hand picked		3 65
Canadian, hand picked		3 60
3 lbs. picker		3 40
Barley—		
Pot, per sack, 96 lbs.		3 10
Pearl, per sack, 98 lbs.		4 60
Peas—		
Split peas, sack, 98 lbs.	3 30	3 65
Whole peas, bushel		2 25

RICE AND TAPIOCA.—There is no change in rice. Tapioca, however, has dropped ¼c, now being quoted at 5c in bag lots.

Rice and Tapioca—		
No. 1 Japan, per lb.		0 05⅞
No. 2 Japan, per lb.		0 05
Siam, per lb.		0 04¼
Patna, per lb.	0 06¼	0 06¾
Carolina, per lb.		0 08
Sago, pearl, per lb.		0 05¼
Tapioca, pearl, per lb.		0 05

ALBERTA MARKETS.

(By wire.)

Edmonton, Oct. 8.—Business during week has been good. The district is settling down. A week's rain ended on Tuesday, and harvesting was delayed. Only changes in markets are potatoes, which are scarce, and the price is likely to jump.

Produce and Provisions—		
Butter, creamery, per lb.		0 32
Butter, dairy, No. 1, 25c; No. 2		0 20
Cheese, per lb.	0 16¼	0 17
Lard, pure, 3's, per case		7 50
Lard, pure, 5's, per case		7 45
Lard, pure, 10's, per case		7 40
Lard, pure, 20's, each		2 43
General—		
Beans, Ontario, per bushel	3 40	3 50
Coffee, whole roasted, Rio	0 18½	0 20
Evaporated apples, 50's	0 11	0 11½
Potatoes, per bushel		0 50
Rolled oats, 20's		0 79
Rolled oats, bail		3 40
Flour, 98's, $3.55-$3.65; rolled oats, 80's		2 50
Rice, per cwt.		4 50
Sugar, standard, gran., per cwt.		7 90
Sugar, yellow, per cwt.		7 15
Canned Goods—		
Apples, gals., case		1 85
Corn, standard, per two dozen		2 15
Peas, standard, 2 dozen		1 95
Plums, Lombard		2 20
Peaches		3 15
Strawberries, $4.70; raspberries		4 20
Tomatoes, standard, per dozen	2 45	2 65
Salmon, sockeye, 4 doz. talls, case, 1s		9 50
Cohoes, 1's, $7.25; humpbacks, 1's		4 50
Fruits—		
Lemons	6 00	6 70

SASKATCHEWAN MARKETS.

Regina, Sask., Oct. 8.—(Special).—More than 6,500,000 bushels of grain have been handled by the Saskatchewan Co-operative Elevator Company since the movement of this year's crop began. The movement of grain is said to be fully ten days earlier than last year. From those who have been over the province it is stated that the acreage of fall plowing this year will beat all records.

Cream of tartar is the sensation on the local market this week, the price having jumped from 50 to 75 cents a pound at one time.

Sockeye salmon is short this season, and some packers are only filling 50 per cent. of the orders. Ontario beans show no change, being quoted at $3.65. Potatoes are scarce, and are commanding various prices, as follows:—B. C., $1.25; N. B., $1.10; Ontario, 90c; Alberta, 90c. No United States potatoes are on the market owing to the prohibitive duty. Lemons are now selling at $10, and these come from California, Messinas being off the market. Oranges command from $4 to $4.50. Ontario grapes are quoted at 30c, having gone up slightly, and they will not be any cheaper. Ontario apples, per barrel, $4 and $4.25; Nova Scotia apples, per barrel, $4; B. C. apples, per box, $1.75; per crate, $1.25 and $1.50.

Produce and Provisions—		
Butter, creamery, per lb.	0 29	0 29
Butter, dairy, No. 1		0 21
Cheese, per lb.	0 17¾	0 18
Eggs, fresh, per doz.		0 25
Lard, 3's, per case		7 50
Lard, 5's, per case		7 45
Lard, 10's, per case		7 40
Lard, 20's, each		2 50
General—		
Beans, Ontario, per bushel		3 65
Coffee, whole roasted, Rio		0 22
Cream of tartar, lb.		0 52
Cocoanut, lb.		0 20½
Evap. apples, 50's		0 12½
Potatoes, new, per bush., B.C., $1.25; N. B.		1 10
Rolled oats, 20's, 82c; 40's, $1.60; 80's		3 10
Rolled oats, bail of 80 lbs.		3 10
Flour, 98's,		3 45
Rice, per cwt.		4 50
Sugar, standard, gran., per cwt.		6 57
Sugar, yellow, per cwt.		6 17
Walnuts, shelled, 54c; almonds		0 53
Canned Goods—		
Apples, gals., case, $1.61-$1.91, doz.		3 82
Broken beans, 2's		2 60
Corn, standard, per 2 dozen		2 21
Peas, standard, per 2 dozen	2 00	2 05
Plums, Lombard	2 10	2 21
Peaches		3 16
Strawberries and raspberries		4 71
Tomatoes, standard, per dozen		2 55
Salmon—		
Sockeye, 1's, 4 doz. case		9 55
Sockeye, ½'s		12 35
Cohoes, 1's		6 00
Humpbacks, 1's		4 60
Fruits—		
Apples, per bbl., Ontario	4 00	4 25
Lemons		10 00
Oranges	4 00	4 50
Dried Fruits—		
Currants, per lb.		0 11¼

NEW BRUNSWICK MARKETS.

By Wire.

St. John, Oct. 8.—Dealers are pleased with the business passing, despite discouraging statements. Collections are well up to standard, but a strong hand is closed against doubtful credits, no chances being taken, and little paper being given. Markets are little changed. It is difficult to say what the future of sugar will be. Dealers expect a continuation of high rulings for some time. Yellow beans are lower owing to crop arriving in short time. Corn meal, ordinary, is down to $1.90. Lard, both grades, are cheaper. Butter is easier, though there is little foreign shipping. Eggs are unchanged.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.		0 17
Beef, barrel	28 25	28 50
Beef, corned, 1 lb.	3 15	3 30
Pork, American clear, per bbl.	28 00	30 00
Pork, domestic, per bbl.		29 00
Butter, dairy, per lb.	0 22	0 23
Butter, creamery, per lb.	0 23	0 24
Eggs	0 26	0 27
Lard, compound, per lb.	0 11	0 11¼
Lard, pure, per lb.	0 13¼	0 13½
Flour and Cereals—		
Cornmeal, gran.		6 00
Cornmeal, ordinary		1 90
Flour, Manitoba, per bbl.		7 55
Flour, Ontario		7 25
Rolled oats, per bbl.		6 75
Oatmeal, standard, per bbl.		7 40
Fresh Fruits and Vegetables—		
Lemons, Messina, box		7 00
Oranges, Val., case	4 00	5 50
Potatoes, new, bbl.	1 25	1 35
Sugar—		
Standard granulated	7 00	7 10
United Empire	6 90	7 00
Bright yellow	6 80	6 90
No. 1 yellow	6 50	6 60
Paris lumps	8 00	8 08½
Beans, white, per bush.	3 25	3 30
Beans, yellow eyes, per bush.	3 90	4 00
Canned pork and beans, per case	2 80	3 00
Molasses, per gal.		0 34
Cream of tartar, per lb., bulk	0 50	0 53
Currants, per lb.	0 11	0 11½
Rice per cwt.	4 50	5 00
Cheese, per lb.	0 15¾	0 16

A HANDY CASE.

W. J. McCully, Stratford, Ont., has a glass display case on his counter which he finds acts as a good silent salesman, and in which he displays samples of beans, rice, tapioca, barley, macaroni, lentils, sago, peas, etc. It is about 6 x 4 feet and 8 inches high.

Reaction of Wheat Market Holds Flour Firm

Week-end Conditions Caused Some Talk of Lower Prices — Material Reduction Not to be Looked for While War Continues —Open Weather Causes Lower Figures for Mill Feeds—Rolled Oats and Cornmeal Are Easier.

MONTREAL.

FLOUR.—Market unchanged, and export business quiet. The latter is due, first, to the fact that Canada has sent an enormous amount of flour to Great Britain free of cost, which had a serious effect on the market there, but did not affect the market here much. Many people thought that the gift of a million bags of flour to Great Britain would keep the market very firm here, but instead, the market is only just holding its own. Summing the situation up: the people are looking for lower prices, and are holding off; whether they will get them remains to be seen. One thing is certain—prices will be considerably higher next year if the war continues, and should be the best year Canadian farmers ever had in history.

Manitoba Wheat Flour—	Per bbl.
First patents	6 70
Second patents	6 20
Strong bakers'	6 00

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	6 25	6 50
90 per cent.	5 75	6 00
Straight roller	5 70	5 90
Blended flour	5 75	6 25

CEREALS.—Lower prices for rolled oats in bulk and in packages should be expected when the new oat crop is in. The crop is reported to be fairly good, though not so good as last year. It is big enough, however, to affect the market.

Cornmeal—	Per 96-lb. sack.
Kiln dried	2 45 2 75
Softer grades	2 20 2 35
Rolled Oats—	90's in jute.
Small lots	3 12½ 3 50
25 bags or more	3 02½ ....

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled Wheat—	100-lb. bbls.
Small lots	3 50
Hominy, per 98-lb. sack	2 75

MILL FEEDS.—Feed business is quiet, for which there are many reasons; one is that the corn and oat crops have been good, and the tendency is to use corn instead of mixed feed. The farmers can raise the corn and oats themselves. However, millers are not crying over the situation, but declare that they cannot get enough feed. Export business is expected to improve later on.

Mill Feeds—	Car lots, per ton
Bran	25 00
Shorts	27 00
Middlings	29 00 30 00
Wheat moulee	30 00
Feed flour	35 00 38 00
Mixed chop, ton	38 00
Crushed oats, ton	38 00
Barley, pot, 98 lbs.	3 00 4 00
Oats, chop, ton	38 00
Barley chop, ton	38 00
Feed oats, Manitoba, bush.	0 65

TORONTO.

FLOUR.—Market is distinctly dull. The reaction after the strong war demand is being acutely felt in the domestic branch and dealers are generally pretty well stocked. With end of the week there was an easier feeling in sympathy with the fall-off in wheat and there was some talk of easier prices but this did not last, and general opinion in trade seems to be that there will not be material changes so long as the situation remains the same in Europe. At the same time there would undoubtedly be more export business offering from Canada with the prices a trifle lower. At the moment, however, the millers are empty so far as store-houses are concerned and there is capacity business promised until nearly the end of the year in piling up the usual reserves. So far as Ontario flour is concerned, there is practically no change, but there is considerable spread in the range of prices and quotations are little more than individual figures to be influenced by the local conditions.

Manitoba Wheat Flour—	Small lots, per bbl.	Car lots, per bbl.
First patent	6 80	6 60
Second patent	6 30	6 10
Strong bakers	6 10	5 90

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots, per bbl.	Car lots, per bbl.
Fancy patents	5 50	5 30
90 per cent.	5 10	4 90
Straight roller	5 00	4 80
Blended flour	5 35	4 95

CEREALS.—Although the basis of quotations to the trade have not changed there are better figures in some quarters for buyers of oatmeal and cornmeal, in sympathy with the decline in the market for oats and corn. The reductions are about 10c, and the situation as regards futures is even easier. Trade is still pretty well stocked and there is not a strong demand.

Barley, pearl, 98 lbs.	....	5 00
Buckwheat grits, 98 lbs.	5 50	6 00
Corn flour, 98 lbs.	2 50	3 00
Cornmeal, yellow, 98 lbs.	2 65	2 75
Graham flour, 98 lbs.	3 00	3 30
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 63
Oatmeal, granulated, 98 lbs.	....	3 63
Peas, Canadian, boiling, bush.	....	3 00
Peas, split, 98 lbs.	....	5 00
Rolled oats, 90-lb. bags	3 25	3 45
Rolled wheat, 100-lb. bbl.	3 75	4 00
Rye flour, 98 lbs.	...	3 60
Wheatlets, 98 lbs.	3 75	4 00
Whole wheat flour, 98 lbs.	3 75	4 00

MILL FEEDS.—Weather has been almost ideal for late pasture, and the result has been that markets fir mill feeds have continued weak. This particularly applies to bran and while there is some talk of quotations at the old figure of $25-$27, there is more at the low point of $23-$25. A change in the weather would add strength to this market, although there are considerable stocks now accumulating with the mills all operating at capacity.

Mill Feeds—	Mixed cars, per ton
Bran	24 00 26 00
Shorts	27 00 29 00
Middlings	29 00 31 00
Wheat moulee	.... 30 00
Feed flour, per bag	 1
Oats—	
No. 3 Ontario	.... 0 45
No. 3, C. W.	.... 0 51

WINNIPEG.

FLOUR AND CEREALS.—No changes have been noted here during the week. It seems very likely now that the present prices will hold for some time. Local millers are going to be called upon to supply the flour which Manitoba has given to the Imperial Government within the next month. This, however, will have no effect on prices, though it will make extra work at the mills.

Manitoba Wheat Flour—	Per bbl.
First patents	6 40
Second patents	5 80
Strong bakers'	5 10
Cereals—	
Rolled oats, per 80 lbs.	2 80
Oatmeal, fine, standard and gran'd, 98 lbs	2 80

NO REASON TO BE DOWN-HEARTED.

(Continued from page 27.)

A Peterborough, Ont., merchant who is quite an authority on retail business, further substantiates the claim that apart from centres depending chiefly on manufacturing, things are pretty good. He knows of some stores near large factories partly closed down, which are behind this year, but nearer the centre of the city where the farmers deal in large numbers, increases are shown. The cause for any depression, he claims, is with the people themselves, who in prosperous times go to extremes in living, spending, speculation, borrowing and even in laziness. This he says forces things to extremely high levels in good times and the opposite in others—and all extremes have to be paid for some day. He deduces a moral from all this: "Keep humble, do the right thing with God and man and don't be afraid of work YOURSELF."

* * *

The Barnsdale Trading Co., Stratford, Ont.—"Business in general is good, showing large increase over previous year and money not so scarce, but I think our city is better off than some others. As yet the war scare has not made any difference in the amount of money being spent."

Thanksgiving Demand for Fruits and Vegetables

Wholesalers Prepare for Holiday Demand, Which Should Relieve the Dullness—Apples Are Beginning to Glut the Market, and Prices Are Low—Grapes Also Are Cheap.

MONTREAL.

FRUIT.—Feature of market is enormous quantity of apples coming and the low prices they are bringing. No. 1 Macintosh Reds sold for $2.50 per barrel, and No. 2's for $2. It is not believed that these apples can be sold at a lower figure profitably, though common apples are bringing $1.50 to $2. Demand is fair. Grapes are also plentiful. With the exception of apples, they are about the only fruit that is coming in plentifully. Price is still 19c per basket, and the demand is big. Lemons are bringing $3.50, but it is thought that if anything should happen to Italy, if she should be embroiled in war, or if cholera should break out there, the price would advance immediately to its former high level. Not so many oranges are coming in, and the price is slightly higher—$3.50 per box. Last week, 5-box lots sold for $3.25. Winter Nellis pears are nearly off the market, and are worth $3 to $3.25 per box. Canadian pears, in 11-qt. baskets, are bringing 40c. Cranberries have started to come in, and are worth $6.50 per barrel.

Apples—		
Alexanders	....	2 50
Colverts	....	2 00
St. Lawrence, No. 1	....	3 00
Wolf River	....	2 60
Bananas, crate	2 00	2 50
Cranberries, bbl.	....	7 50
Grapefruit, Jamaica, case	....	3 50
Grapes, Cal., box	....	2 00
Grapes, Can., small basket	....	0 19
Lemons, Messina		
Extra fancy, 300 size	....	3 50
Limes, small boxes	....	1 25
Oranges—		
Cal. late Valencia, 150-176-200-216	....	3 50
Cal., 100-126-250-288 size box	....	3 50
Peaches, per box	....	1 25
Plums, per crate	1 50	1 75
Pears, Cal., box	3 00	3 25
Quinces, box	....	2 00

VEGETABLES.—Local wax and green beans are gone, and future stocks will come from the United States. Cabbages are getting a little scarcer, and are bringing 40c to 50c. Gentleman corn is bringing 15c; other varieties of corn are getting too ripe. Cauliflowers were worth 50c dozen, but a frost last week sent the price up to 75c-$1. Lots of cucumbers offering 10c to 15c. Egg plants get small as the crop gets old, and will soon be off the market, after which they will come from the States. They are quoted 35c to 50c, but the Americans will bring $1.50. Good lettuce scarce, and were touched by recent frost. Poor demand for onions, and prices are very reasonable. Parsley is plentiful at 15c dozen. Demand for sweet potatoes not brisk, and price is down to $1.50. Good tomatoes are worth 75c-$1 per box, which is considerably higher owing to frost. Hothouse tomatoes sell 10c lb. Business is quiet, the best demand being for potatoes, celery, cauliflower and lettuce.

Beans, American, basket	....	2 50
Beets, bag	0 50	0 75
Cabbage, per dozen	0 40	0 50
Corn, dozen	0 10	0 15
Carrots, bag	....	0 75
Cauliflower, dozen	0 75	1 00
Cucumbers, dozen	....	0 15
Celery, bunch	0 50	1 00
Egg plant, per dozen	0 35	0 50
Lettuce, head, per doz.	....	0 75
Curly lettuce, per doz.	....	0 20
Onions—		
Spanish, per case	2 50	2 75
Spanish, per ½ case	....	1 00
Native, per doz. bunches	....	0 30
Red, 100-lb. bags	....	1 75
Parsnips, bag	....	0 75
Parsley, doz. bunches	....	0 15
Peppers, green, 3½ qt. basket	....	0 50
Potatoes—		
Montreal, bag	0 65	0 75
Potatoes, sweet, Jersey, hpr.	....	1 75
Rhubarb, dozen	....	0 40
Spinach, Montreal, in boxes	....	0 50
Turnips, bag	....	0 75
Tomatoes, Montreal, box	0 25	0 50
Tomatoes, hothouse, lb.	....	0 10

TORONTO.

FRUITS. — Preparations are being made for the holiday demand, which as usual is expected to give a substantial life to the late fruit and vegetable markets. Wholesalers are making some special offers, and there are some special price concessions indicated for bananas, cranberries, etc.

Crab apples are getting scarcer, and have advanced 10c a basket. Cantaloupes are up in price considerably, and are getting near the end of the season. Heavy shipments of cranberries came in for the holiday, and the price was lowered 50c the barrel. Canadian grapes came freely, and the price went down to 15c to 17c as the usual run. Canadian plums are about through, and peaches are out of the market, with higher prices prevailing for the Colorado crates. Bananas were quoted at prices lower than usual. Some Porto Rico pineapples were secured for the Thanksgiving business, and grape fruit are back in the market at $5.50. Apples are little short of being a drug on the market. No. 1's are being quoted: St. Lawrence, $2.25 and $2.50; Wealthys the same; Pippins the same; Culverts, $2 and $2.25. Seconds are about a dollar under these figures.

Apples—		
Canadian, barrel	1 25	2 50
Crab, basket	0 25	0 35
Bananas, per bunch	1 50	2 00
Cantaloupes—		
Canadian, 16-qt. basket	....	1 00
Colorado, crate	....	1 75
Cocoanuts, sack	....	3 75
Cranberries	6 50	7 00
Elderberries	0 20	0 25
Grapes—		
Canadian, 6-qt. bkts.	0 16	0 20
Tokays	1 90	2 00
Oranges—		
California, late Valencias	2 50	3 25
Lemons, Verdilla	4 25	5 00
Limes, per 100	....	1 25
Plums	0 35	0 60
61qt. baskets	0 35	0 50
6 qt. baskets	0 35	0 40
Pears—		
Bartletts, basket	0 50	0 75
Clapps Favorite	0 40	0 50
Flemish Beauties, basket	....	0 40
Keefers, basket	0 20	0 30
Peaches, Colorado, box	1 20	1 25
Pineapples, Porto Rico, case 10	....	4 50
Quinces	0 60	0 75
Watermelons	0 25	0 40
Grape fruit	....	5 50

VEGETABLES. — The Thanksgiving season also means something for the vegetable markets, and a better demand is looked for this week, and will be appreciated. Potatoes are weak, and it is reported that there has been an evident falling off in consumption, while the yield is turning out well. Cabbage, cauliflower, gherkins and sweet potatoes are cheaper, and onions are also materially down in price. Corn is getting scarcer, and has advanced. Good supplies of tomatoes are still being received.

Beets, Canadian, bag	....	0 75
Beans, Canadian, basket	0 25	0 35
Cabbage, Canadian, dozen	0 35	0 40
Carrots, bag	....	0 75
Cauliflower, doz.	....	1 00
Citrons	0 10	0 15
Egg Plant, 11 qt. basket	0 25	0 35
Cucumbers—		
Slicing	....	0 25
Medium pickling sizes	0 35	0 75
Gherkins	0 35	0 50
Celery, doz.	0 35	0 60
Corn, per doz.	0 10	0 12½
Mushrooms, per lb.	0 60	0 75
Water Cress, 11 qt. basket	....	0 50
Onions—		
Spanish, big crate	....	3 50
Can., 75-lb. bags	1 00	1 25
Green peppers, basket	0 60	0 75
Red peppers	0 75	1 00
Potatoes, Canadian, per bag	0 80	0 85
Parsley, basket, 11-qt.	0 30	0 35
Pumpkins	0 10	0 20
Tomatoes, Canadian, basket	0 20	0 30
Turnips, bag	....	0 50
Sweet potatoes, Hamper	1 25	1 50
Squash, Hubbard	0 10	0 20

BEATING THE PARCEL POST.

News comes from Lincoln, Neb., to the effect that the Chicago mail order houses who have been commonly credited with being the chief beneficiaries of the parcels post plan and its chief sponsors, have discovered a way to beat it.

One of the greatest benefits they were expected to derive from it was in the cheaper rates for distributing catalogues, but the Lincoln story has it that they have worked the zone system to save expense even over that. To ship from Chicago would involve carrying the catalogues through more than one parcels post zone, wherefore, it is said, they evolved the plan of shipping two car loads of catalogues, by freight, to Lincoln, to be distributed by parcels post from that city instead of from Chicago.

It is estimated there were about 22,000 catalogues in the two cars, and that it saved them on an average of about 5 cents each on postage, or a total of $1,100.

Fish Business Suffers from Warm Weather

Cool Turn is Having Effect in Favor of Better Sales of Both Fresh and Dried Fish and Oysters—Good Holiday Demand Expected for the Latter—Easier Prices for Pickled and Salted Varieties.

FISH AND OYSTERS.—Owing to the continued warm weather, fresh fish trade has not been as active as it would otherwise have been. However, the Jewish holidays have helped considerably, and the turnover of fresh lake fish, such as pike and dore, has been gratifying. There is a scarcity in some lines, and a tendency to advance prices, notably in the case of halibut and haddock. Dog fish and equinoctial gales have and are interfering with fishing operations.

Pickled and salted fish are having a better demand, but the supply has been very large, consequently prices are easier. The demand for smoked lines, such as kippers, bloaters and haddies, is not improving on account of the warm weather. Brook trout is out of season, the close season beginning October 1 and extending to May 1. Halibut will be scarce next week, as well as B. C. salmon. Lake fish are more plentiful, and prices are lower for all kinds. Both bulk and shell oysters will be in good demand from now until Christmas. Thanksgiving Day, which is near, is always a good date for oyster business. Continued warm weather has been bad for this business up to the present.

TORONTO.

FISH AND OYSTERS.—Fall demand for fish and oysters has been slow, but better conditions are now looked for that the weather has become cooler, and there will be a stronger demand for dried fish. B. C. salmon is quoted considerably lower, and halibut is one cent off, with an additional cent on case orders offered by one firm, and likewise lake trout at a cent easier under the same conditions. Pike is also quoted at a cent a pound under the old figure.

FRESH FISH.

	Montreal	Toronto
Halibut, fancy, express, per lb.	0 12	0 10
Haddock, fancy, express, lb.	0 06	0 07
Steak cod, fancy, express, lb.	0 08	0 08
Market cod, per lb.	0 05	....
Flounders, fancy, express, lb.	0 08	0 08
Gaspe salmon, per lb.	0 16	....
B. C. salmon	0 16	0 14
Chilled salmon	0 15	....
Dressed bullheads, per lb.	0 10	0 10
Whitefish, per lb.	0 12	0 12
Lake trout, per lb.	0 11	0 12
Bluefish, per lb.	0 15	0 12
Herrings, per 100 count	3 00	....
Herring, lb.	....	0 07
Dore, per lb.	0 11	0 12
Mackerel, per lb.	0 10	....
Swordfish	0 11	0 12
Sea bass, per lb., black	0 14	0 15
Pike, per lb.	0 08	0 07
Perch, per lb.	0 05	0 07
Carp	0 09	....
Eels	0 08	0 10

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.	.08	.08
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½-.08	.08-.09
Haddies, fillets, per lb.	.11	.12
Haddies, Niobe, boneless, per lb.	.09	...
Herring, Ciscoe,	1.80	...
St. John bloaters, 100 in box	1.00	1.20
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.16	...
Smoked boneless herrings, 10-lb. box	1.20	...
Kippered herrings, selected, 60 in box	1.25	1.25
Smoked salmon, per lb.	.22	.23
Kippered herrings, ordinary, 60 in box	1.10	1.20
Ciscoe herrings, basket of 15 lbs.	1.75	1.80
Smoked halibut	....	.20

FROZEN FISH—SEA FISH.

Salmon—	Montreal	Toronto
Gaspe, large, per lb.	....	.12
Red, steel heads, per lb.	.12-.13	.12-.13
Red, sockeyes, per lb.	.10-.11	.11
Red, Cohoes or silvers, lb.	.10	.11
Pale, qualla, dressed, per lb.	.07-.07½	.08½
Pale, qualla, dressed, per lb.	.07-.07½	.06½-.09
Halibut, white western, large and medium, per lb.	.07¼-.08	.09
Halibut, eastern chicken and medium, per lb.	.09	...
Mackerel, bloater, per lb.	.07-.08	.09
Haddock, medium and large, lb.	.05½-.06	.07-.08
Market codfish, per lb.	.05-.05½	.07-.08
Steak codfish, per lb.	.06½-.07	.09
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.16-.17	.15

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.10-.11	.10-.11
White fish, small tulibees, per lb.	.06½-.07	.06½
Lake trout, large and medium, lb.	.11-.12	.12
Dore, dress or round, lb.	.09-.10	.09-.10
Pike, dressed and headless, lb.	.06½-.07	.06
Pike, round, per lb.	.06-.06½	.07-.08

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	21 00	....
Salmon, Labrador, bbls., 200 lbs.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	8 00	....
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	11 50	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	....
Mackerel, N.S., bbls., 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lb.	1 75	....
Herrings, Labrador, bbls.	6 00	....
Herrings, Labrador, half bbls.	3 25	....
Herrings, Nova Scotia, bbls.	6 00	....
Herrings, Nova Scotia, half bbls.	3 25	....
Lake trout, half bbls.	....	8 00
Quebec sardines, bbls.	5 00	....
Quebec sardines, half bbls.	2 75	....
Tongues and sounds, per lb.	0 07½	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imp'ted milkers, hf bbls	7 00	....
Holland herrings, imp'ted milkers, kegs.	0 85	0 70
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs	0 75	0 65
Lochfyne herrings, box	1 35	....

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	....
Dried pollock, medium and large, 100 lb.	6 00	....
Dressed or skinless codfish, 100-lb. case.	7 50	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs, per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 30-lb. boxes	0 10	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, ½-lb. each, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standards, solid meats, gal.	1 75	....
Standards, ordinary, gal.	1 50	....
Selects, per gal.	2 00	....
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 00	....
Best prawns, imp. gallon	2 00	....
Best shrimps, imp. gallon	2 25	....
Sealed, best standards, quart cans, each	0 35	....
Sealed, best select, quart cans, each	0 45	....

OYSTERS, CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Oysters, per gal.	1 65	2 10
Cape Cod shell oysters, per bbl.	9 00	....
Malneque, shell oysters, selected J.A.P., per bbl.	9 00	....
Malneque, shell oysters, C.C.I., bbl.	11 00	....
Clams, per bbl.	6 00	....
Mussels, per bbl.	5 00	....
Live lobsters, medium and large, lb.	0 30	....
Boiled lobsters, medium and large, lb.	0 32	....
Soft shelled crabs, doz.	....	....
Winkles, bush.	....	....
Little Necks, per 100	....	....

JAM EMBARGO A PUZZLE

A considerable consignment of jams from a Glasgow house has been received in Toronto, but so far as can be learned only three of the wholesale houses reaped the benefit. One of these firms received the full orders it had placed with the manufacturers.

Just how this consignment came through is causing some speculation and discussion in the trade. One opinion is that the embargo was just raised for one day, and that this consignment was sent during that time. Another opinion is that the embargo was raised on the 5th of September for thirty days, and that there will be other shipments coming forward. Officially nothing definite can be learned as to what the situation really is on the other side.

It is significant that exporting houses are making quotations evidently under the impression that they will get the goods forward. Prices quoted are on an advance of about 10 per cent., and this is the amount of the increase on the goods to the trade.

One importer is of the opinion that not all the manufacturers may be in a position to export, for he figures that some would sell their entire stocks to the British Government, while others would hold a portion to serve their old customers.

CANNED LOBSTER AND THE WAR.

(Continued from page 34.)

"that the fishermen interested in this industry only receive from the present values a price that gives them an adequate return for their labors and cost of traps and other equipment and most of these being dearer on account of the war rather than accept lower prices that would mean a loss, many of them will refuse to prosecute this fishery next season. If then only a few fishermen operate, the packers themselves would not be able to pack without their expenses exceeding their returns. Seeing that the Government has for some time been contemplating cessation of activity in packing lobsters because of the urgent cry of conservation of the future supply, it is likely that fishermen and packers will take the present opportunity to advocate for a close season to be declared for the whole of 1915 in all sections in Canada.

"If this is done the present stocks of canned lobsters will certainly not be sacrificed by the present holders and the price of this article is more likely to advance in the immediate future so that present stocks and purchases bid fair to prove profitable."

Provisions and Lard Show Decline in Price

Toronto Off Half Cent all Round, and Montreal Much Easier—Butter and Eggs Hold in Toronto, but Easier in Montreal — Cheese is Generally Firm.

MONTREAL.

PROVISIONS.—A decided weakness is noticed in provisions, particularly in lard. Packers find themselves entering new season with heavy lard stocks on hand, and with the German demand cut off, lower prices are expected before long. Prices in Montreal have undergone no change as yet. Lower prices are being quoted for barrelled pork, which can be bought for about $1 per bbl. less than a week ago. Meat prices all round show an easier tendency.

Hams—		**Per lb.**
Medium, per lb.	....	0 19
Large, per lb.	....	0 18
Backs—		
Plain, bone in	....	0 24
Light, per lb.	....	0 22
Boneless	....	0 26
Peameal	....	0 27
Bacon—		
Breakfast, per lb.	0 19	0 20
Roll	....	0 17
Shoulders, bone in	....	0 15
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	....	0 28
Hams, roast, per lb.	....	0 29
Shoulders, boiled	....	0 27
Shoulders, roasted	....	0 28
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—		**Per bbl.**
Heavy short cut mess	....	31 00
Heavy short cut clear	....	31 00
Clear fat pork	....	30 00
Clear pork	....	29 00
Lard, Pure—		**Per lb.**
Tierces, 350 lbs., net	....	0 13¾
Tubs, 50 lbs. net	....	0 14½
Boxes, 50 lbs. net	....	0 14
Pails, wood, 20 lbs. gross	....	0 14¼
Pails, tin, 20 lbs. gross	....	0 13¾
Cases, 10-lb. tins, 60 in case	....	0 14½
Cases, 3 and 5-lb. tins, 60 in case	....	0 14¾
Bricks, 1 lb., each	....	0 15
Lard, Compound—		
Tierces, 375 lbs., net	....	0 10¾
Tubs, 50 lbs., net	....	0 11
Boxes, 50 lbs., net	....	0 11
Pails, wood, 20 lbs., net	....	0 11¼
Pails, tin, 20 lbs., gross	....	0 11¼
Cases, 10-lb. tins, 60 in case	....	0 12
Cases, 3 and 5-lb. tins, 60 in case	....	0 12
Bricks, 1 lb. each	....	0 13
Hogs—		**Per cwt.**
Dressed, abattoir killed	....	13 50

BUTTER.—Market still weak, which is attributed to small export business, scarcity of money and fact that a lot is being made, although receipts are not so high as a week ago. Lower prices are expected during next weekend.

Butter—		
Finest creamery, new milk	0 27	0 28
Dairy butter	0 22	0 23

CHEESE.—A quiet market, yet firm at 16 cents. Stilton is quoted as high as 20 cents.

Cheese—		
New make	....	0 16
Old specials, per lb.	....	0 18
Stilton	....	0 18

EGGS.—Market weak, and receipts fairly heavy. Selects are quoted 29c, No. 1's 26c, and new laids 33c, though the last price is slightly high. Higher prices than these are not anticipated.

Eggs, case lots—		
New laids	....	0 33
Selects	....	0 29
No. 1s	....	0 26
Splits	0 20	0 22

TORONTO.

PROVISIONS.—Heavy shipments of hogs with a falling off in both the domestic and the export demand has brought a slackness to the provision market which is noticeable in lower prices throughout the entire range. Hogs, live weight, have gone off 60c during the week and the reduction through the smoked and cooked meats is half a cent a pound. For lard there is also a noticeable weakness in the market and the reduction here is also half a cent a pound. Difficulty in securing transports for export business is no doubt primarily responsible for the weakness and coupled with it is the falling off in local consumption owing to general policy of consumers in buying cheap goods coming at a time when there would be a slower demand in any event with the cooler weather. Also just at the moment there is the influence of the Jewish holidays, which are no doubt a considerable factor in some departments of the trade.

Hams—		
Light, per lb.	0 19½	0 20
Medium, per lb.	0 19½	0 20
Large, per lb.	0 17½	0 18½
Backs—		
Backs, per lb.	0 23½	0 24½
Boneless, per lb.	0 24½	0 25½
Pea meal, per lb.	0 24½	0 25½
Bacon—		
Breakfast, per lb.	0 20	0 20½
Roll, per lb.	0 15	0 15½
Shoulders, per lb.	0 14	0 14½
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14¼	0 14½
Cooked Meats—		
Hams, boiled, per lb.	0 28	0 28½
Hams, roast, per lb.	0 26½	0 27½
Shoulders, boiled, per lb.	0 22½	0 23½
Shoulders, roast, per lb.	0 22½	0 23½
Barrelled Pork—		
Heavy mess pork, per bbl.	26 00	28 00
Short cut, per bbl.	30 00	32 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 12¼	0 12¾
Tubs, 60 lbs.	0 12½	0 12¾
Pails	0 13	0 13¼
Tins, 3 and 5 lbs., per lb.	0 13¼	0 13¾
Bricks, 1 lb., per lb.	0 14	0 14¾
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09¼	0 09¾
Tubs, 50 lbs., per lb.	0 09½	0 10
Pails, 20 lbs., per lb.	0 09¾	0 10½
Hogs—		
F.O.B., live, per cwt.	....	8 15
Live, fed and watered, per cwt.	....	8 50
Dressed, per cwt.	13 25	13 50

BUTTER.—Market is very easy and business quiet. There is nothing being done in export. Prices are holding but there is an easier tendency. Western shipments have no doubt had their effect. Reports from Montreal go to show that open weather in September had the effect of reducing the butter storage as compared with a year ago by 40,000 packages. However, showing is still 20,000 packages behind.

Butter—		
Creamery prints, fresh made	0 29	0 30
Separator prints	0 27	0 29
Dairy prints, choice	0 26	0 27
Dairy, solids	0 22	0 24
Bakers	0 18	0 20

CHEESE.—Foreign demand is holding the cheese market firmly. Exports are again going forward but the market is acting slowly, remembering the effect of an increased price some weeks ago, when the demand immediately fell off. High prices for cheese seem likely to continue indefinitely.

Cheese—		
Old, large	0 17¼	0 17½
Old, twins	0 17½	0 18
New, large	0 16	0 16¼
New, twins	0 16¼	0 16½

EGGS.—Market is in a peculiar situation at the moment and withal a healthy situation. Prices at country points are higher than those prevailing in the city. This is for the reason that storage eggs are now going into consumption whereas the price is held up at outside points by demand for fresh stocks. Market is generally inclined to be easy and American eggs are taking the field in the British market.

Eggs, case lots—		**Per dozen.**
Strictly new laid, in cartons	0 31	0 32
Selects	0 30	0 31
Straights	0 27	0 28
Trade eggs	0 22	0 23

HONEY.—Developments go to show that the Ontario yield is very short, and despite stocks of old supply on hand there are some increases in the prevailing prices. Even higher quotations might be looked for were it not that the harvest in Quebec has been better than looked for, and shipments are coming west.

Honey—		
Clover honey, bbls., per lb.	0 11	0 11½
60 lb. tins	0 11½	0 12
20 lb. tins	....	0 12
5-10 lb. tins	0 12½	0 13
2½ lb. tins	0 13	0 13½
Comb	3 00	3 50

POULTRY.—With only fair supplies arriving and the Jewish holiday season on there has been good demand at fair prices in the poultry market. Warm weather has had effect on supplies coming forward for farmers pay little attention to poultry so long as they stay outside. Cold weather, which will drive them to shelter, will mean better supplies and these coming at a time when there is only a weak demand are likely to knock the market down.

Fresh Stock—	**Live.**	**Dressed.**
Fowl	0 08—0 10	0 14
Spring chicken, lb.	0 11	0 13
Turkeys, young	0 15	0 18
Turkeys, old Tom	0 13	0 15
Ducklings	0 08—0 10	0 14
Ducks	0 08—0 10	0 14—0 15
Geese	0 08—0 09	0 12—0 14

WINNIPEG.

PROVISIONS.—Generally there has been a strong tone to the market, butter and eggs both being quoted somewhat higher than a week ago. Lard remains at figures to which it advanced last week, but another advance seems quite likely.

The whole tendency is towards higher prices, the cause of this being the difficulty which produce men are experiencing in getting further supplies. It begins to seem as if receipts will be small from now on, and already stock is being taken out of cold storage to meet the immediate demand.

Cured meats remain at the quotations of last week.

Cured Meats—		
Hams, per lb.		0 22
Shoulders, per lb.		0 15
Bacon, per lb.		0 25
Long clear, D.S., per lb.		0 14
Mess pork, bbl.		28 00
Lard—		
Tierces		0 12
Tubs, 60s		7 35
Pails, 20s		2 50
Cases, 5s		7 80
Cases, 3s		7 80

BUTTER.—The weak tendency which was apparent last week has, as was indicated likely, entirely passed away. Butter is hard to get now, with the result that creamery, dairy, and cooking have all been advanced. The biggest rise has been in the cooking, which is at present quoted from 19c to 21c. It is not expected that any lower figures will be struck for some time.

Butter—		
Creamery, Manitoba		0 30
Dairy		0 25
Cooking	0 19	0 21

CHEESE.—No price changes have occurred here. In fact this market is still a little weak.

Cheese—		
New, large		0 16½
New twins		0 17

EGGS.—Receipts are even smaller than week ago, and a further advance has been necessary, extra firsts now being quoted at 25c. The number of checks is limited, and the price here has been advanced from 1c to 2c. It is likely that eggs will go still higher. The receipts are not nearly sufficient to meet requirements.

Eggs—		
Extra Firsts		0 25
Checks	0 15	0 16
Extra in Cartons		0 29

MANY APPLES IN HURON.

That there are two hundred and fifty thousand barrels of apples on the trees in the county of Halton and that no more than fifty thousand of them are ever likely to be brought into market, is the opinion of C. Morrow, of Morrow & Co., Toronto, after a trip through that county.

The trees are loaded with splendid fruit, but there is no way of handling the crop, and the prices which are prevailing does not make it worth while to market them as a business proposition.

Splendid apples, fall and winter varieties, can be bought in any quantity at 15c a hundred pounds.

WANTED

GORDON McDONALD & CO., 13 NORTH-umberland Alley, Fenchurch Street, London, E.C., invite offers for pearl barleys, semolinas, macaroni, and vermicelli, in car loads, c.i.f. London, cash against documents. References can be had from leading commercial houses.

Scarcity in Sultana Raisins and Figs

Financial Difficulties in Turkey Tying Shipments Up—War Risks and Payments Add to the Discomfiture — Some Spanish Goods and Currants on the Way.

THE whole fabric of the financial system of Turkey appears to have been disrupted, and this coming on the head of the other difficulties of transportation, exchange, insurance and freight rates promises to interfere seriously with the shipments of Sultana raisins and figs, if not to entirely put them out of the market altogether. Some shippers report that they are in the position of not being able to get funds sufficient to move their crops to the seaports, and no orders will be considered unless cash credits are established at London. Although sales were made at prices established some months ago, there are now requests that under the unusual circumstances these contracts be broken, and even then there is no promise of shipment being made.

One of the leading importers from Mediterranean countries summarises the situation as follows:—

"Speaking generally, the situation is that shippers cannot get command of their own capital to buy and pay for goods, and cannot get advances on any securities they hold, so that in many instances they are unable, in any important way, to finance business, and so shipments are very greatly curtailed, apart entirely from the question of shipping opportunities, which are, of course, very much restricted.

"Again, generally speaking, sight credits are necessary, and shippers must have advice of these from bankers, as otherwise European bankers will not negotiate their drafts, but for reasons already stated many shippers cannot even purchase the goods, so cannot make use of sight credits.

"In some European shipping ports, many of which are not very important centres of business, shippers have no facilities for covering war risks, and as bankers here like to stipulate in their credits that war risks are to be covered by shippers (for buyer's account), a very awkward situation is created.

"The ocean rate has advanced from 25 to 50 per cent., but apart from this the rate to interior points has been further advanced from this fact, that whereas formerly the steamers rate, say to Montreal of 40s. per ton, carried a 30s rate to Montreal on goods billed through to the interior, and the railroads granted a corresponding concession on inland freights, now the steamer takes the full load rate to Montreal and the railroad the full local tariff, and so the result is that quotations to Montreal and to interior points have widened very much."

For a time there was also considerable trouble with shipments from Spain, but recently there has been some improvement in that quarter, although shipments will no doubt be seriously interfered with.

Shipments of Valencia raisins and currants are now en route.

SUGAR SUPPLY IN ENGLAND.

A despatch from London, Eng., says: The Royal Commission appointed at the outbreak of the war with full powers to deal with all questions on the public sugar supply, has issued its report. It shows that the Commission has made a great experiment with State Socialism and with success so that there has only been a small increase in price and no shortage of sugar. The Commission practically cornered the available supply and so checked speculation for a rise in the price. The sugar so cornered was sold to refiners at a fixed price with the provisio that they in turn should sell to retailers at moderate prices which were definitely determined.

ONTARIO

Department of Game and Fisheries.

Notice to Fur Buyers

Firms or persons dealing in protected fur-bearing animals, i.e., beaver, otter, mink and muskrat, or the skins or pelts of protected animals, i.e., beaver, otter, mink, muskrat, moose, reindeer, caribou and deer, are required to obtain a license in accordance with subsection 5 of section 41 of the Ontario Game and Fisheries Act. The fee for such license is fixed at $2.00, by clause (d) of section 49 of the same Act.

Dealers will note that the close season in Ontario for beaver and otter does not expire until November 1st, 1915.

Firms or persons failing to comply with the above requirements will be liable to a penalty not exceeding $50.00 in the case of mink and muskrat and $100.00 in the case of the other protected animals, for a first offence, in accordance with subsection 1 of section 65; and be disqualified to hold a license for two years under sub-section 1, section 47, of the above-mentioned Act.

Applications for licenses, enclosing fee, to be addressed to the Department at Toronto.

A. SHERIFF,
Deputy Minister of Game and Fisheries.

Toronto, September 16th, 1914.

S. 19, 26, O. 3.

Important Decision by Railway Commission

Respecting Classification of Freights—Wholesalers Claim a Victory, as Had the Schedule of Railways Gone Into Effect, Rates Would Have Been Much Higher.

Montreal, Que., Oct. 8—(Special).—Strong opposition was taken by the wholesale grocers and liquor interests of Quebec and Ontario when the railways announced the new classification for groceries and dried fruits, and liquors. The following classification had been in effect for years:

Groceries and Dried Fruits—Groceries, classifying 4th class, straight carloads in the Canadian classification, when shipped in mixed carloads, will take carload rate on each commodity, actual weight, subject to a minimum of 24,000 lbs. If the total weight of shipment be less than 24,000 lbs. dried fruit will be charged on basis of 4th class rate, actual weight, and groceries 5th class for balance of weight necessary to make up full minimum weight.

Liquors, mixed carloads—Liquor, domestic or foreign, in wood, and in cases, jars or stone jugs, when shipped in mixed carloads, will be accepted at the respective carload rate, actual weight, subject to minimum 24,000 lbs. If the total weight of the shipment be less than 24,000 lbs. in way-billing the weight of the liquors in wood shall be increased sufficiently to make up the full weight.

Under the new order, articles having a carload rating, and having more than one class, the carload rate and minimum carload weight of the article in the highest class applied on all the articles that made up the carload.

A complaint was laid before the Board of Railway Commissioners by the Montreal Board of Trade per W. S. Tilston. Toronto, Board of Trade, Hamilton Board of Trade, and the Ontario Wholesale Grocers' Guild. In addition, communications were received from Winnipeg and Vancouver in opposition to the new classification. On the other hand, Regina and Edmonton supported the railways.

It was claimed not only that the proposed schedules would mean a considerable increase in freight rates, but that under the order given by the Railway Commission in the Western Freight Rates case the railways had no power to increase rates without authorization from the board.

It was asked that the Railway Commission order the railways to reinstate their old mixed carload commodity rates on October 1st. This is exactly what the Railway Commission has done, so business will go on exactly as before.

This is regarded by the grocery and liquor dealers as one of the most important judgments that have been given by the Railway Commission for a long time, since if the change in classification as proposed by the three railroads running to Western Canada had been allowed, it would have meant a considerable increase in rates. In fact it was stated at the argument that the change in classification would have meant an increase in freight rates from points in Ontario and Quebec to points West of Port Arthur running all the way up from $24 a carload to absolutely prohibitive charges.

ADVANCES IN DRUGS.

General Merchants Will Be Interested In These Lines.

There are a number of proprietary lines in the drug trade which are handled by grocers who do a more or less general business. Many of these have been seriously affected by the war from the fact that either the goods themselves or the raw materials are secured from the continent.

What the future may bring with regard to these various lines is hard to predict. Supplies are getting short and prices are advancing. With a continuance of the war there will have to be other sources of supply sought. For instance, one of the materials which has been most difficult to get has been potash salts, which are usually secured from Germany. In Canada there is plenty of raw materials from which the salts could be manufactured, but it remains to be seen whether the manufacturing process could be carried out on a business basis, or whether there would be sufficient outside market to warrant the financing of the undertaking.

There is also the problem to be considered of getting these supplies even after the war is discontinued. There is altogether likely to be a higher tax than ever placed against German goods coming into the country and at the same time the possibility that the Germans may put on an export tax to meet their war expenses. There may be some of the commodities which may be produced to much better advantage here than they can be imported, but all this is only speculative at this time.

Some of the lines which have been advanced are as follows:—

Goods in Packages.	Advance.
Seidlitz Powders	30 to 40 %
Borax	25%
Boracic Acid	25%
Carbolic Solution	25%
Castor Oil	20 to 25 %
Cream Tartar	Over 100%
Epsom Salts	About 100%
Quinine Pills and Tablets	25%
Spirits of Nitre	30 to 40 %

Insect powder has not yet been affected, but it is likely to be advanced at any time.

R.M.A. AFTER DAILY PAPERS.

The Retail Merchants' Association is getting after some of those daily newspapers which have cast reflections on the retail grocery trade, and giving unfair publicity to the Housewife's League and the retail market in Toronto. One evening the Telegram came out with an item quoting the prices the Housewife's League would charge the following day for certain commodities, and giving the address of the place of distribution.

Secretary Trowern, in a letter to the business manager, pointed out the unfairness of this. The retailer occupied a most important place in the life of the community by paying a heavy share of the taxes of the municipality, by keeping employed an army of men as clerks and drivers, and generally working in the best interests of the city. At the same time the Housewife's League was paying starvation wages to employees, if any at all; little taxes, if any; and yet they were being lauded in the papers.

He also referred to the fact that the retail grocery trade was the backbone of the daily paper, and named over in the communication a list of foodstuffs being advertised by manufacturers in the same edition of the paper. These goods, he pointed out, could only be purchased through the medium of the retail grocers. It was most unjust, he declared, that the Housewife's League should get such free publicity when the men who were the supports of the paper were indirectly condemned without reason, and even sometimes openly criticized without cause.

He has received a reply to the effect that the item was inserted by mistake—that the rights of someone were exceeded, and that the same thing would not occur again.

A somewhat similar letter was sent to the Star in connection with an item in the news column advertising the market. The Star has replied that the matter is being taken into consideration.

This work shows the value of following up loose statements made from time to time in the daily press disparaging the retailer.

A Statement From a Farmer

THE following communication has been reprinted from an American farm journal. A farmer who secured his start in life through credit extended by the local merchant was lured into the habit of sending his money to the mail order houses. He now regrets his action in neglecting the local merchant, and incidentally his own interests. Mail order houses have secured a much firmer foothold in the United States than they have in Canada. Their influence in this country is growing rapidly and retailers have to constanly guard against this class of competition. Although the old fallacy that goods can be bought out of town cheaper has long ago exploded there are still thousands of people, especially farmers, who send their money to the mail order houses, thus depreciating the value and importance of the Home Community. Merchants should tear out this page and paste it up in a prominent place where farmers can read it.—Editor.

EDITOR, Farm Journal: We farmers need awakening to the fact that we have unmistakably reached the period where we must think and plan. I am one of the slow German farmers that had to be shown, and I am now giving my experience that others may profit, for knowledge at the school of experience is more expensive now than ten years ago.

Twenty-nine years ago I began my farm career. I had an old team and fifty dollars. Our furniture was mostly home-made—chairs, cupboards and lounge made from drygoods boxes, neatly covered with ten-cent cretonne by my girl wife. We rented eighty acres. Being a boy of good habits I got all needed machinery and groceries of our home merchants on credit, until fall crops were sold. The first year was a wet season and I didn't make enough to pay creditors. I went to each on date of promise and explained conditions, paying as much to each as possible, and they all carried the balance over another year. They continued to accommodate me until I was able to buy a forty-acre piece of my own.

As soon as I owned these few acres the mail-order houses began sending me catalogs, and gradually I began sending my loose change to them, letting my accounts stand in my home town, where I had gotten my accommodation when I needed it.

We then had one of the thriftiest little villages in the state—good line of business in all branches, merchants who were willing to help an honest fellow over a bad year, and a town full of people who came twice a week to trade and visit. Our little country town supported a library, high school, band, ball team, and we had big celebrations every year. A farm near a live town soon doubles in value. I sold my forty acres at a big advance and bought an eighty, gradually adding to it until I had two hundred acres of the best land. I then felt no need of asking favors, and found it easy to patronize mail order agents that came almost weekly to our door. I regret to say that I was the first in the country to make up a neighborhood bill and send it to a mail order house. Though we got bit every once in a while, we got in the habit of sending away for stuff.

Gradually our merchants lessened their stock of goods — for lack of patronage. Finally we began to realize that we needed a bolt quickly for machinery, or clothing for sickness or death, we had to wait and send away for it, which wasn't so pleasant. One by one our merchants moved to places where they were appreciated, and men of less energy moved in. Gradually our town has gone down; our business houses are "tacky" in appearance, a number are empty, our schools churches and walks are going down, we have no band, no library nor ball team. There is no business done in the town, and therefore no taxes to keep things up. Hotel is closed, for lack of travel. Go down to the depot when the freight pulls in and you see the sequel in mail order packages.

Nine years ago my farm was worth one hundred and ninety-five dollars an acre; to-day I'd have a hard matter to sell it at one hundred and sixty-seven dollars an acre. It is "too far from a live town"—so every farmer has said that wants to buy. He buys a place near schools and churches, where his children can have advantages. I have awakened to the fact that in helping to pull the town down, it has cost me $5,600 in nine years. Like the majority of farmers, I didn't figure far enough ahead.



Those cities we help to build return no favors. They take our money but offer no credit in time of need.

This sort of business means the doing away with country towns. What will it mean to farmers to have only a few large cities at a distance of five hundred to a thousand miles?

What are we going to do with our children who are demanding even better advantage than we had?

Those cities we help to build return no favors; they take our money but offer no credit in time of need. If we want high schools, etc., we must raise the money and build near our farm homes, or send our boys and girls to the cities at great expense, amidst temptations of which the farm has no equal. Neither am I the only awakening farmer. These mail order agents that come to our homes every week are becoming a nuisance and making it unsafe to leave women and children alone on the farm. With farm cordiality we take these strangers into our homes, often as one of the family, and we are sometimes paid in having them entice our girls to the city.

These are some facts that need consideration, and I have decided that the safest proposition all around, is for the country people to look after their own interests, and build up their own country towns that bring value to their farms. Let those who want to patronize the city mail order houses go there to live, getting their living where they give their patronage. The remainder of my life will be given to building up the home town that I helped to pull down. Brother farmers, you can take my advice or get your knowledge the way I got mine.

Hirondelle
(Swallow)

Macaroni

Spells

Economy

for your customers. That's why it is having such a tremendous increase in sales. Are you profiting by this demand? Remember these brands are CANADIAN.

Hirondelle
(Swallow)

L'Etoile
(Star)

Manitoba hard wheat only is used in their manufacture. This fact, combined with scientific knowledge and most up-to-date equipment, produce their perfection. WHY import from France or Italy when the best can be secured here without duty charges? Though our capacity is taxed, we are filling orders at the regular price.

C. H. Catelli, Limited
Montreal

AGENTS

Tees & Persse, Limited, Winnipeg
C. C. Mann, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

COOK'S FRIEND BAKING POWDER.

In Cartons—	
No. 1 (25c size), 4 doz.	$ 2 25
No. 1 (25c size), 2 doz.	2 25
No. 2 (10c size), 6 doz.	0 80
No. 2 (10c size), 3 doz.	0 80
No. 3 (5c size), 4 doz.	0 45
In Tin Boxes—	
No. 13, 1-lb., 2 doz.	3 00
No. 14, 8-oz., 3 doz.	1 75
No. 15, 4-oz., 4 doz.	1 10
No. 16, 2½ lbs.	7 [illegible]
No. 17, 5 lbs.	14 00

ROYAL BAKING POWDER

Sizes	Per doz.
Royal—Dime	$ 0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—when packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal. $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books,	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN.

	Per case.
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	$2 88
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	3 30
King's Food, 2 doz. to case, weight 95 lbs.	5 20
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 30
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 30

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars.

	Per doz.
Strawberry, 1914 pack	$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35

The granary of the world



Everything is life in the Western country—the country that produces the wheat to feed the nations. Large shipments of wheat are daily going out and money is flowing in. The people are ready to buy Eastern products.

Are you going to place YOUR goods before these monied buyers, or will you let others step in ahead? Now is the time to act.

We offer our services in marketing your products—the service of a well-trained and efficient staff, who call on the wholesalers throughout the entire West. We offer our warehouse facilities at the seven main distributing points.

For further particulars write.

Nicholson & Bain, Wholesale Commission Merchants and Brokers

HEAD OFFICE—WINNIPEG, MAN.

REGIONAL SASKATOON EDMONTON CALGARY LETHBRIDGE VANCOUVER

A tip on the side, Mr. Grocer









Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

St. George Brand Coffee, 2 doz. in case	**$4.80**
St. George Evaporated Milk, 4 doz. in case	**3.60**
Banner Condensed Milk, 4 doz. in case	**5.25**
Princess Condensed Milk, 4 doz. in case	**4.50**
Premier Machine Skimmed, 4 doz. in case	**3.80**

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

ST. GEORGE, ONTARIO



"Oh! What'll I Have For Supper?"

"**Tea Biscuits,** Madam. Baked with White Swan Biscuit Flour.

This flour is distinct and different from all other flours and is put up for just this purpose. It makes the most delicious tea biscuits, breakfast rolls, etc.

This flour is made from the highest grade of winter wheat blended in a scientific way with definite percentages of seasoning and leavening. It is a self-rising flour, needing no baking powder, salt, cream of tartar, or soda.

A plate of hot tea biscuits with some of this fine honey will make a dandy treat for supper."

A "come-back" like that will make bigger sales for you and will be a big help to your customers. Try it out. Get some BISCUIT FLOUR on your counter now.

White Swan "Biscuit Flour" is "Made in Canada."

Packed 2 doz. to case, per doz. $1.44
Shipping weight, 70 lbs. per case.

Mail orders receive the same prompt and careful attention as when given our salesmen.

WRITE FOR CATALOGUE

WHITE SWAN SPICES AND CEREALS, LIMITED
TORONTO, ONTARIO

Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 00
Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 90
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 38
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 5c bars, 24 bars, per box	0 90
Almond nut bars, 24 bars per box	0 90

EPP'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½, and 1-lb. tins, 14-lb. boxes, per lb.	0 35
10c tins, 3 doz. in box, doz.	0 90

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 30
Navy chocolate, ½'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ½'s	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case.
Eagle Brand, each 4 doz.	$ 6 25
Reindeer Brand, each 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 60
Gold Seal Brand, each 4 doz.	5 60
Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each, 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. tins, 2 doz. to case, weight 35 lbs.	39
1 lb. tins, 4 doz. to case, weight 80 lbs.	38

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb. tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, per lb.	27

Shipping weight, 50 lbs. per case.

MINTO BROS.

MELAGAMA COFFEE.

1s, ½s, B. or G.	0 25	0 30
Do.,	0 32	0 40
Do., 1s	0 35	0 45
Do., 1s	0 38	0 50

MINTO COFFEE (Bulk).

M Bean or Gr.	0 38
I Bean or Gr.	0 35
N Bean or Gr.	0 32
T Bean or Gr.	0 30
O Bean or Gr.	0 38
Spec. Gr. Compound	0 25

Packed in 30's and 50-lb. case.
Terms—Net 30 days prepaid.

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	$1 15
2 oz. bottles, per doz., weight, 4 lbs.	2 20
2½ oz. bottles, per doz., weight 6 lbs.	2 50
4 oz. bottles, per doz., weight 7 lbs.	4 00
8 oz. bottles, per doz., weight 14 lbs.	7 50
16 oz. bottles, per doz., weight 23 lbs.	14 40
32 oz. bottles, per doz., weight 40 lbs.	28 80
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE

Special Delivered Price for Canada

	Per doz.
½-oz. (4 doz. case) weight 9 lbs., retail each 15c.	$1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each $1.50.	13.00
Pint (1 doz. case), weight 29 lbs., retail each $3.	25 00
Quart (1 doz. case), weight 53 lbs., retail each $5.50.	47 75
Gallons, each, retail each $20	17 15



"One of the most profitable sales I ever conducted"

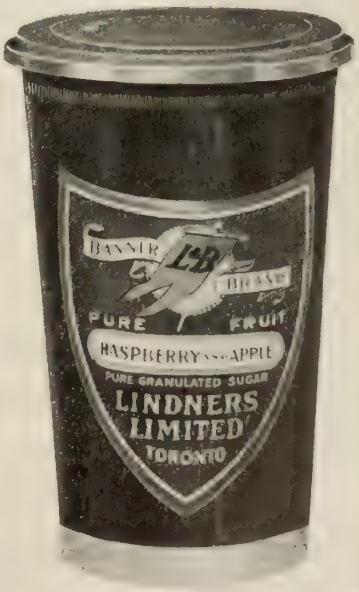
"It was just a couple of weeks ago," says W. R. Macdonald, a progressive Toronto west-end grocer, "I put in the special window display you see above of Lindners Banner Brand Jams and Jellies. The sales were far above anything I had anticipated. We were kept busy all day filling orders for the various flavors, and case after case was quickly disposed of. What pleased me most was the many new faces that kept coming in and I feel sure a good share of new custom was cemented on account of this sale.

Lindners Banner Brand Jams and Jellies certainly touch the tastes of the people. The new anchor cap tumbler seems to settle immediately any suspicion of loss of purity or flavor. But the points that appeal most strongly are their wholesome and delicious goodness, rich flavors and keeping qualities. The Banner Brand line has proved such a good sales producer I am already planning future displays for this popular brand."

Wouldn't You Like To Do What Mr. Macdonald Has Done?

Wouldn't you like to secure these greatly increased sales and open the way for the permanent relations of a large number of new customers? Then why wait until the folks go elsewhere for Lindners Jams and Jellies? Get a display in your store NOW, at the opening of the heavy fall and Christmas seasons, and make sure of a goodly share of this profitable business for the coming winter.

Just write our Service Department **to-day** for plans or arrangements for effective window displays, window cards and posters.



LINDNERS LIMITED

306 Ross Ave., Winnipeg **340 Dufferin St., Toronto**

Representatives:— H. Whissell, 2928 Drolet St., Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Ltd., Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto

Fish and Oysters

Cold, Snappy Days Bring the Demand.

Be Prepared

Remember you can't do business without the goods.

A full stock of saleable lines.

Whitco Brand Haddies. In a class by themselves.

Shredded Codfish **Cod Steak**

Labrador Herrings

Fresh and Frozen Halibut, Salmon, Whitefish and Trout

Kippers **Bloaters** **Fillets**

Oysters—Large and clean. Fresh daily.

A trial will convince you of the merits of our goods.

WHITE & CO., Ltd., Toronto



Goodness that can be seen

greatly lessens the effort of selling. But goodness that is undeniable under critical tastes, not only makes satisfied customers, but continued profits.

Both in appearance and use D. W. C. Spanish Olives have never been equalled. Quick-selling, profitable and lasting line. How many cases will do for your trial order? Write us to-day.

ROWAT & CO.

Glasgow - Scotland

CANADIAN DISTRIBUTORS

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba, and the North-west; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F. O. B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63
	Per jar.
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

VERMICELLI AND MACARONI

C. H. CATELLI CO., LIMITED.

Hirondelle Brand.
Prices for Quebec.

	1 lb. pkgs.	loose.
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs., cases	7	6½
Egg noodles, case 10 lbs., loose; cases 60 pkgs., ½ lb. each	7½	7

Marguerite Brand.

Same assortment as above	6½	6

Catelli Brand.

Vermicelli, Macaroni, Spaghetti, 30 lbs. (loose)		5½
30 lb. cases, 1 lb. pkgs		5½

Terms, Net 30 days.
Ontario.

L'ETOILE (STAR) BRAND.
Freight Prepaid.

1 lb. pkg., 25 cases or more	.07½
1 lb. pkg., less than 25 case lots	.07½
5 lb. box, loose, per lb.	.05½
10 lb. box, loose, per lb.	.05½
21 lb., loose, long, per box	1.50

Terms, net 30 days.

WHITE SWAN LYE

Single Cases, 4 doz.	$3 40
3 case lots, 4 doz.	3 30
5 case lots, 4 doz.	3 20

Shipping weight 50 lbs. per case.

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. $ 0.90
List Price.

JELL-O.

Assorted case, contains 2 doz	1 80

Straight.

Lemon, contains 2 doz.	1 80
Orange, contains 2 doz.	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz.	1 50
Cherry, contains 2 doz.	1 80
Peach, contains 2 doz.	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz	2 50

Straight.

Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap.
Packed 100 bars to case.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 90
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD., EDWARDSBURG

BRANDS and

BRANTFORD BRANDS

Boxes.	Cents.
Laundry Starches—	
40 lbs., Canada Laundry	.06¼
40 lbs., Boxes Canada white gloss, 1 lb. pkg.	.06¾
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs., No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs No. 1 white	.06¾
200 lbs., bbls., No. 1 white	.06¾
50 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water) per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch	.06½

(120-lb. boxes ¼c higher.)

Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.60
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07
Barrels, 200 lbs.	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss—	
1-lb. fancy cartons cases 30 lbs.	.07½
8 in case	.07¾
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08
Kegs extra large crystals, 100 lbs.	.07
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb., pkts., boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07½
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07½

(20-lb. boxes ¼c higher than 40's.

"FORCE" – it's wheat!

A Wheat Food more valuable than wheat itself

"FORCE" – it's wheat!

IF you stop to think about it, you'll admit that a food that is well and consistently advertised—that *does* give full, overflowing value for money paid—that *does* please the palate as never wheat food did before—is certainly the best food to stand the test of war-time flurries and scares. That food is "FORCE."

"More valuable than wheat itself" because "FORCE" is cooked with malt, and its slender, crispy, golden flakes make wheat "tasty" as never before.

"FORCE" – it's wheat!

Made by The H-O Company
Hamilton, Canada

"FORCE" – it's wheat!

The new Jam that makes new Sales—ST. WILLIAMS

Pure Jams, Jellies and Fruits in Syrup

No house is stronger than its foundation. Quality, Purity, Deliciousness and Satisfaction Guaranteed are the foundation stones on which the solid reputation of St. Williams Pure Jams is being built.



Guaranteed free from glucose and preservatives. Made from fresh fruit and refined cane sugar only. Put up in 30-lb. and 5-lb. pails and 1-lb. glass jars. Get in touch with our Agents.

St. Williams Fruit Preservers Limited

St. Williams, Ont.

Selling Agents

Gunn, Langlois & Co., Ltd., Montreal; Geo. Hodge & Sons, Ltd., Montreal; Gunns, Limited, Toronto; Maclure & Langley, Winnipeg.

MINCE MEAT

WE are putting up a line of fine OLD ENGLISH MINCE MEAT in quart self-sealing glass jars that can be sold retail at 35c each, and they contain two and a half pounds net. This is the handiest and neatest way to handle Mince Meat, and it is at the same time, the most profitable.

Our Mince Meat is made of the best new fruits and purest spices, put up under the inspection of the Dominion Government and with the greatest care and cleanliness.

Also Sold in 80-lb. Kegs
40-lb. Kegs
20-lb. Kegs
5-lb. Tins

F. W. Fearman Company LIMITED
HAMILTON

Fish—the most wholesome food



Why not supply your customers with the high quality Brunswick Brand Sea Foods? They are the select of the fishermen's catch and are prepared in the most modern factories on the Atlantic coast.

Our aim has always been to co-operate with the wholesale and retail grocers and to give the consumer a good article at a fair price.

Look over your stock, Mr. Grocer, and see what "Brunswick" lines you are short. Here is a list of our leaders:

¼ Oil Sardines,

¾ Mustard Sardines,

Kippered Herring,

Herring in Tomato Sauce,

Finnan Haddies
(Oval and round tins)

Clams,

Scallops.

Connors Bros., Limited

Black's Harbor, N.B.

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, 50; Chinese Washing Powder, 8 oz., 120 pack., per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, $7.20.

COW BRAND BAKING SODA.

In boxes only.

Packed as follows:

5c packages (96)	$3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 ½ lb. 60 } Packages, Mixed.	3 30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85
Barrels, 700 lbs.	3¾
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4¼
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	3 00
5-lb. tins, 1 doz. in case	3 35
10-lb. tins, ½-doz. in case	3 25
20-lb. tins, ¼-doz. in case	3 20

(5, 10 and 20-lb. tins have wire handles.)

CANNED HADDIES
"THISTLE" BRAND.
A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	$5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70
British Columbia, per case.	2 40

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case.	3 55

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz. cases, doz.	1 75

H. P.

	Per doz.
H. P. Sauce—	
Cases of 3 dozen	1 90
H. P. Pickles—	
Cases of 2 doz. pints	3 25
Cases of 3 doz. ¼-pints	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 15

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

	Wholesale.	R't'l.
Brown Label, 1s and ½s	.29	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.35	.45
Red Label, 1s and ½s	.41	.55
Gold Label, ½s	.49	.65
Red-Gold Label, ½s	.55	.80

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's	$2 15
4's	0 35
5's	0 42
7's	0 60
30's, wood	0 08
12-oz. glass jar	1 15
Tumbler, glass	0 95

MARMALADE.

2's, per doz.	$2 30
4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
30's, wood, lb.	0 08¾
12-oz. glass jar, doz.	1 20
Tumbler, glass, doz.	1 00

Prices subject to change without notice.

MINTO BROS., Limited.

Toronto.

We pack in 60 and 100-lb. cases. All delivered prices.

MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or ½s.	0 29	0 35
Green Label, 1s, ½s, ¼s	0 32	0 40
Blue Label, 1s, ½s, ¼s	0 37	0 50
Yellow Label, 1s, ½s, ¼s	0 42	0 60
Purple Label, ¼s only	0 55	0 80
Gold Label, ¼s only.	0 70	1 00

MINTO TEA.

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs.,	1 15

UNCHANGED!

From Coast to Coast the price on

WETHEY'S

CONDENSED MINCE MEAT

is absolutely unchanged.

THERE HAS BEEN NO ADVANCE.

We have protected the trade and ourselves for some time to come.

J. H. Wethey, Limited

ST. CATHARINES, ONTARIO

OYSTERS

The Cheapest Food Obtainable

If you have not been handling oysters before, you should start right in now to feature them. There are so many good selling facts about oysters that you can't afford to be without them.

Our oysters are from the deep waters of Long Island Sound and are forwarded to us direct by express every day. They have been satisfying our many customers for 25 years. Let us supply you.

We will also supply you with neat **white-enamelled Refrigerator Display Cases** at **Factory Cost.**

THE HOUSE OF QUALITY

Hugh Walker & Son

Established 1861

Guelph and North Bay

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S.**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

"Made in Canada"

Brooms of Quality

to introduce our

CANADA LINE

Please note the following:

Special Prices

Sample Order Solicited

Fine Polished Colored Handles

No. 1	CANADA,	5	stg. - -	$4.50
" 2	"	4	" - -	4.00
" 3	"	4	" - -	3.75

6-doz. Lots and up delivered (Ontario)

Walter Woods & Co.

HAMILTON

Buyers' Guide

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa
On Sale Anywhere.
FRANK L. BENEDICT & CO.
Agents Montreal

GRATTAN & CO., LIMITED
ESTD. 1825
The Original Makers of
BELFAST GINGER ALE
Agents in Western Canada
EMERSON, BAMFORD CO.
842 Cambie Street, VANCOUVER, B. C.

SWEET CIDER
and WINTER APPLES
Write for quotations to
Lakebourne Farms Limited
Brigh on, Northumberland Co., Ont.

STORAGE IN OTTAWA
BOND AND FREE
Direct Railway connection. Car distributing. Write for rates.
Dominion Warehousing Co., Ltd.
Phone R54. 46 to 56 Nicholas St., Ottawa.



ELGIN NATIONAL COFFEE MILLS

are handled by the best CANADIAN JOBBERS

Ask your jobber for our Catalog No. 23—you will be surprised at what a low price you can secure the best mill made.
Calgary—Campbell, Wilson & Horne, Ltd.; P. D. McLaren, Ltd. Edmonton—H. H. Cooper & Co.; The A. Macdonald Co.; Revillon Wholesale, Limited. Fernie—The Western Canada Wholesale Co., Ltd. Hamilton—Balfour, Smye & Co.; James Turner & Co.; Macpherson, Glassco & Co.; Walter Woods & Co. London—Gorman, Eckert & Co., Ltd. Montreal—L. Chaput, Fils & Cie., Ltd.; Minto Bros.; Canadian Fairbanks Co. (and branches). Moose Jaw—The Codville Co., Ltd. Regina—Campbell, Wilson & Strathdee, Ltd.; H. G. Smith, Ltd. St. John—Dearborn & Co.; G. E. Barbour Co., Ltd. Saskatoon—Campbell, Wilson & Adams, Ltd.; The Codville Co., Ltd.; North-West Specialty Co. Toronto—Eby-Blain, Limited; R. B. Hayhoe & Co.; Minto Bros., Ltd.; Medland Bros., Ltd. Vancouver—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Empress Mfg. Co., Ltd.; Kelly, Douglas & Co. Winnipeg—Blue Ribbon, Limited (and branches); The Codville Co. (and branches); Walter Woods & Co.

WOODRUFF & EDWARDS CO., ELGIN, ILL., U.S.A.

"TRENT LOCK"
EGG FILLERS
FOR 30 DOZEN CASES
FOR ONE DOZEN CARTONS
THE TRENT MFG. CO., LTD.
TRENTON, ONTARIO, CANADA

WRITE TO
10 Garfield Chambers, Belfast, Ireland, for Sample Copy of the
Irish Grocer, Drug, Provision and General Trades' Journal
If you are interested in Irish trade.

Every Merchant who handles—

Mathieu's Nervine Powders



knows that they sell themselves. So effective are they in all cases of headaches that when once tried they are immediately recommended. Every merchant can with perfect safety recommend Mathieu's Nervine Powders as a perfectly safe and harmless remedy in all cases of headaches. Any merchant may try Mathieu's Nervine Powders at our expense, as per coupon attached. *Mathieu's Syrup of Tar and Cod Liver Oil is a specific in all forms of colds.*

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—
Name .....
With (Name of firm) .....
Street .....
City or town.....Prov.....

THE "WANT AD."

The "want ad." has grown from a little used force in business life into one of the great necessities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the small affairs and incidents of daily life.

HOLLAND RUSK

is not an article that will be tried and disused after one day. It has real merit and it will be well worth your while to push it.

HOLLAND RUSK COMPANY
HOLLAND, MICH.



Talk across Canada for two cents a word

WHAT DO YOU WANT TO BUY OR SELL?

A Show Case, Cheese Cutter, Coffee Mill, a Meat Slicer, a Business? Whatever your wants may be, always use this page. It is only through Canadian Grocer's Condensed Ad. Page that the fullest publicity can be given, because "Canadian Grocer" goes into the hands and is read from cover to cover by every progressive Grocer from the Atlantic to the Pacific.

Try it out.

CLASSIFIEDADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

COLLECTIONS

COLLECTIONS—ACCOUNTS AND CLAIMS of every nature collected everywhere. Send for free booklet C and forms. Commercial Collection Co., 77 Victoria St., Toronto, Ont.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE INSURE IN THE Hartford. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

WANTED

WANTED — EXPERIENCED GROCERY clerk wishes position. Handy with sign brush and experienced in window dressing, etc. Can show excellent recommends, or can give good references. Apply, stating wages, etc., to Box 61, Canadian Grocer, Toronto. 119

WANTED—ENERGETIC MAN TO SECURE subscriptions and renewals to Maclean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Ontario.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

WANTED—A POSITION IN GROCERY AS clerk or manager. Am now manager of Grocery Dept. of Best Grocery Store in the Boundary. Address, C. J. Allen, Greenwood, B.C., Can.

WANTED BY YOUNG MARRIED MAN position as grocery clerk or manager, excellent references. Write Box 62, Canadian Grocer, Toronto. (0)

FOR SALE

GROCERS' COUNTERS AND SHOW CASES at 25% to 50% below regular price to clear stock. Special sale of samples and Exhibition cases from Oct. 1 to 15. All new goods at reduced prices. Call at special sales rooms, 120 Bay St., Toronto, or write for particulars to Jones Bros. Co., Limited, 29-31 Adelaide St. W., Toronto.

GROCERY STORE FOR SALE — EXCELlent proposition. Stock and fixtures about $3,500. Turnover $13,000 to $14,000 yearly. Will sell property with business or rent. Illness reason of selling. Good buy for quick sale. Box 59, Canadian Grocer, Toronto.

FOR SALE — CASH REGISTER, SINGLE drawer. Best condition. At half cost. Apply E. A. Stahl, Berlin. 4914

GENERAL STORE AND MEAT MARKET—phone central, in connection. On Calgary and McLeod branch C.P.R. Stock $5,500.00, turnover $1,500.00 per month. Living rooms above store. Reply to Box 57, Canadian Grocer Toronto.

FOR SALE—AN ADVERTISEMENT UNDER this heading would be seen by practically every progressive grocer in the Dominion. This means that it will be read by the very man who is in need of such a coffee mill, cash register, cheese cutter, showcase, etc., that may be standing idle in your store, and which could be turned into money by an outlay of just two cents a word. See our rates above and send your ad. along to-day.

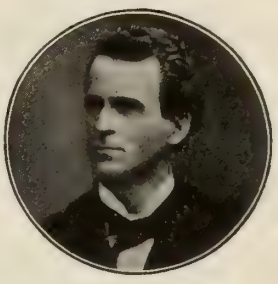
FOR SALE — LIGHT AMBER HONEY IN 60 lb. cans. Apply L. Livesay, Onondaga, Ont.

AGENCIES WANTED

WANTED—AGENCIES FOR CONFECTIONery, biscuits, jams, canned goods and other grocery lines, on commission. R. C. Webber, 79 Merrick St., Hamilton.

ANNOUNCEMENT TO THE TRADE

We are pleased to announce to the readers of this journal that we have again secured the services of Mr. G. R. Small to act in the capacity of General Manager, therefore the trade may be assured of the old-time quality, reliability, neatness and dispatch. Mr. Small has long been recognized as the father of the



modern Maple industry; he is inventor and patentee of many Maple Sugar implements, and has been particularly instrumental in standardizing scientifically, packing and marketing the Maple Products of Canada. The outcome of this is that Small's Maple Leaf Brand has been introduced and appreciated in the markets of nearly every country, enjoying larger sales than hundreds of other brands combined.

Policy of the Company will not be materially changed; our continued aim is to supply goods of best possible value, and same, exclusively through jobbers. Jobbers will be authorized to supply the trade at a standard uniform price. We are also pleased to advise the trade that we have a large supply of Maple in stock, and other raw material contracted for at low figure, sufficient at least to more than meet usual requirements. This enables us, in spite of war conditions, to establish in our new list No. 24 prices somewhat lower than that of last season.

All goods are being labelled in conformity with the recent legislation coming into force January 1st, 1915; all Maple Sugar blocks, as in past, will be stamped with a warrantee; the nozzle of each tin will also be sealed with a warrantee, thus relieving dealers from any responsibility in connection with Pure Food Act whatsoever.

Prices and terms will be given in the columns of this journal from time to time. Write for new descriptive price list No. 25, direct to us, or our brokers, Messrs. T. M. Duche & Sons, Manchester, Eng., and New York, N.Y.; Nicholson & Bain, at Winnipeg, and all western centers.

Canada Maple Exchange, Limited

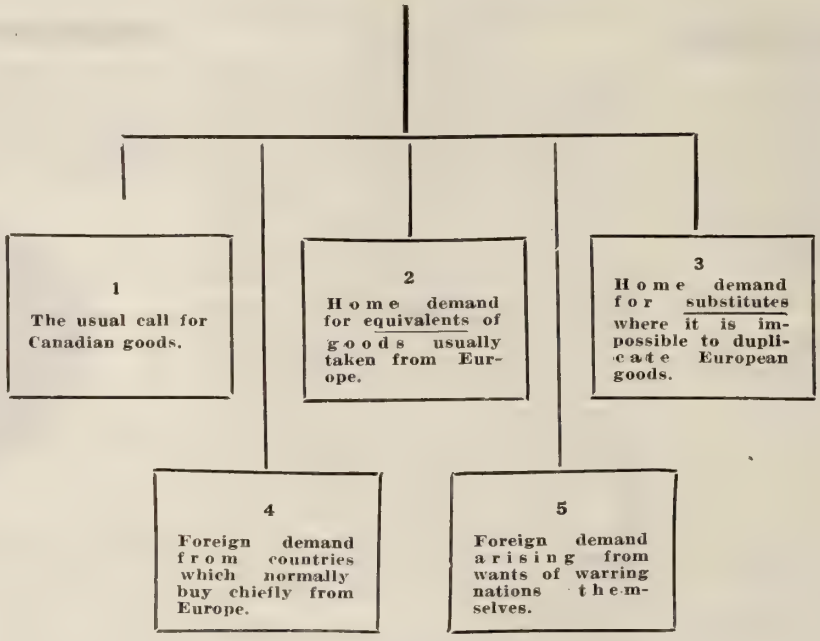
MONTREAL

AGENCY WANTED FOR VANCOUVER AND District by an A.1. man. What have you got? Write "Agent", 250 Dunsmuir St., Vancouver, B.C. (259)

AGENCIES WANTED FOR OTTAWA CITY —any line. Commission. Box 63, Canadian Grocer, Toronto, Ont.

Paste this in front of your desk and cheer up

The five great demands for Canadian goods



These are the five basic demands which must now be supplied by Canadian business men—the first three domestic, the last two foreign. Notice that demands 2, 3, and 4 are NEW demands which must be supplied in addition to the usual demand.

The usual call for Canadian goods—Demand One—is augmented at the present time by the hand-to-mouth buying of the past two years. The railroads are not the only concerns that have been economizing. Businesses in general have been loath to invest in equipment—even individuals have been keeping down their purchases—until to-day there exists a tremendous "banked-up" demand, which has already become active.

The demand for equivalents and substitutes for goods normally imported from Europe—Demands Two and Three—will be unusually strong during the War. Much of the business developed in this way will continue on a permanent basis.

The foreign demand from the former customers of Europe—Demand Four—represents newly arisen opportunities which will have at least an indirect effect on practically all Canadian businesses.

When You Have Cheered Up Get Busy.

We are indebted to System for this excellent chart of the business outlook.



Georgian Bay Apples

Famous the World over for keeping and for quality. Our Beaver Brand the best of these. We are packing and carefully grading this year. Our stock is fine this year. Can quote Fall and Winter in boxes and barrels. Quality never better and prices reasonable.

Winter stock, good per cent. of Spies, also good per cent. No. 1. Carlots our specialty. Write for prices.

Can also quote Crab Apples and Pears.

Beaver Brand Evaporated Apples. We can quote in large or small quantities. Where once tried, they are repeaters and sell themselves. Buy the best and sell more. Enquiries cheerfully answered.

ELLIS BROS.

Meaford, Ont. Box 130

Phone 79, Evap. 177, Residence 175

Apples

We will pack

10,000 barrels

of the celebrated Georgian Bay Apples this Fall. Place your orders early.

LEMON BROS.

Owen Sound, Ontario

Don't forget

"Aurora"

The best brand of

Valencias

J. J. McCabe

AGENT

TORONTO, ONT.

H·E·I·N·Z H·E·I·N·Z

What Is a Profit?

NOTHING pays you a profit until you *sell* it. No matter how great the margin between cost and selling price, if the goods stick on your shelves, you lose money

Steady national advertising plus superlative quality keeps *Heinz 57 Varieties* moving off your shelves and paying profit.

Our Grocers' Service Department will help you make more money. Ask our salesman what we are doing along this line or write us for full particulars.

H. J. HEINZ COMPANY

PURE FOOD PRODUCTS

PITTSBURGH, U. S. A

H·E·I·N·Z H·E·I·N·Z

Richards QUICK NAPTHA THE WOMAN'S SOAP

The Sign of a Good Buy in Soaps

Here's a soap with a reputation behind it—it is well advertised—has a large sale—offers a 26½ per cent. profit—is backed by good service to you. Better let your wholesaler supply you with a few cases this very week.

The Richards Pure Soap Co.

Limited

Woodstock - Ontario

Mince Pies Only a Few Weeks Away

It's only a few weeks until Christmas. The cool nights have already got women to thinking about Christmas baking — and mince pies!

The mince pie trade is worth hustling for and you can get a goodly share of it with

Shirriff's Mincemeat

This mincemeat has a just like "home-made" taste that discriminating home cooks like. And why shouldn't it be delicious? It is made from a "home-made" recipe from carefully mixed fruits, peels and spices, all ingredients being of the highest grade.

You need not hesitate to recommend Shirriff's Mincemeat to the most particular women in your locality, for it is pure enough, clean enough and delicious enough to use for your wife's mince pies. Let her try it and prove it.

Imperial Extract Co.

Steiner and Matilda Streets

Toronto

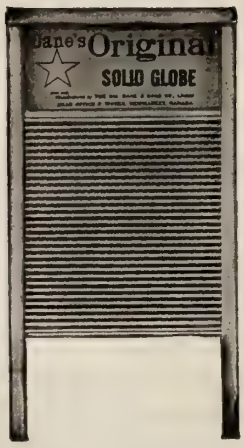
From Clothes-Pins Up

You will find the "Cane" Woodenware perfect in finish and construction.

The years of service and the satisfaction that our lines have given, prove that they are absolutely reliable. Our washboards are made in 12 different styles, they meet every requirement and will prove a profitable line for you to stock.

Write for catalog on Cane's Washday Woodenware, very convenient for reference.

Your wholesaler can supply you.



The Wm. Cane & Sons Co.
LIMITED
NEWMARKET ONTARIO

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Business As Usual

People say "French Mineral Waters are scarce."

We say "We have plenty in stock and at only $1.00 increase a case for all additional charges."

FROM BASSIN DE VICHY

"Admirable," 50 bles. - -	$6.00 cs.
"Efficace," 50 bles. - -	6.50 cs.
"Neptune," 50 bles. - -	7.00 cs.
"Sans Rivale," 50 bles. -	8.00 cs.

Natural Alcaline Table Water

Source "Cachat"
From Evian-Les-Bains
The Purest in the World
$9.00 case of 50 btles.

FRENCH ALIMENTARY PASTES

Blanc & Fils—From Valence-sur-Rhone.
We have a complete assortment:
Marcaroni, Vermicelli, Spaghetti,
Noodles and Egg Pastes.
No better quality on the market.
Cases of 25 lbs., loose, 8c. lb.—1-lb. packages, 8½c.

SPECIAL.

You can rely on us to give you **Best Prices** and **Service** during the present trouble and unrest.

Laporte, Martin, Limitee

568 St. Paul St., Montreal

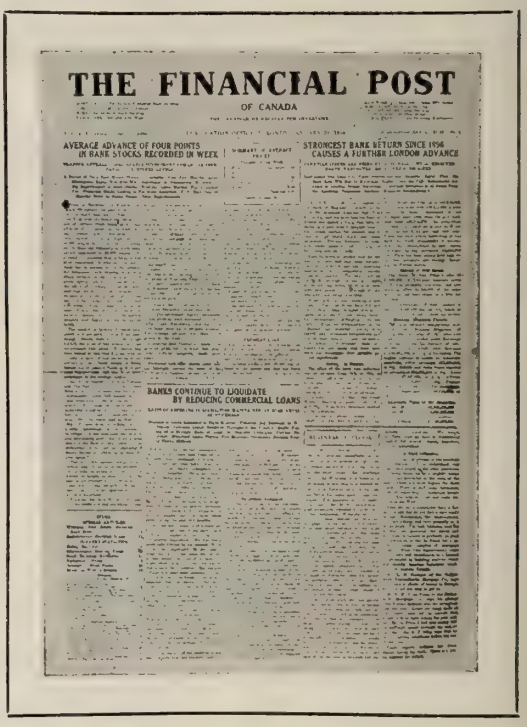
BEWARE OF FALSE PROPHETS

The daily sensational rumors from unauthoritative sources should not guide the proficient manufacturer or business man.

It is not sufficient merely to have "news"—

WHY NOT HAVE THE FACTS?

The Financial Post through its unexcelled sources of information, and its exact analyses and forecasts, coupled with its bymail Information Bureau which deals with financial or business problems, furnishes a service of unsurpassed value.


THE FINANCIAL POST
OF CANADA

AVERAGE ADVANCE OF FOUR POINTS IN BANK STOCKS RECORDED IN WEEK

STRONGEST BANK RETURN SINCE 1896 CAUSES A FURTHER LONDON ADVANCE

BANKS CONTINUE TO LIQUIDATE BY REDUCING COMMERCIAL LOANS

Annual Subscription $3.00 the year

Date 1914

To:

THE FINANCIAL POST
143-153 University Ave., Toronto

Dear Sirs:

Please enter my/our subscription to The Financial Post at the rate of one dollar for four months.

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WHY NOT HAVE THE FACTS
C. G. V.

THE CANADIAN BUSINESS MAN

has never been in greater need of accurate knowledge of actual conditions — and of the best possible business and financial counsel!

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The Financial Post

of Canada

serve you at least during the next four months. Write for a free sample copy or

Sign ← the attached Coupon and return to us with one dollar for four months, or if more convenient pay on receipt of bill.



The good old

T & B

Myrtle Cut

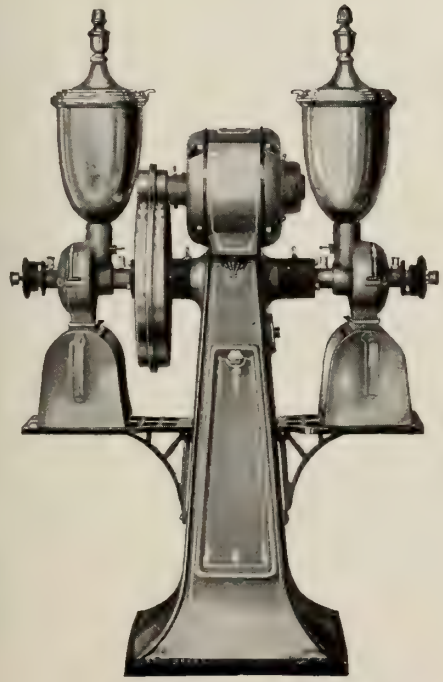
Without a doubt you have scores of customers who go out of their way to buy their tobacco from the tobacconist and who would give you this patronage as readily if you handled such favorite blends as Tuckett's "Myrtle Cut," "Orinoco" and "Our Seal." For a real live tobacco department which will make money for you without taking up much floor space or involving a big outlay for stock, try these three lines. Myrtle Cut is the tobacco your pater smoked and appreciated

YOUR WHOLESALER HAS IT.

TUCKETT LIMITED

HAMILTON, ONT.

Why Forfeit Your Easiest Profits by Indifferent Methods of Handling Coffee?



Why handle "already ground" or package stock coffee merely for its convenience when it loses you money?

You can easily double your profits by grinding it fresh to suit every customer.

Many grocers have made freshly ground coffee the most profitable staple in their stock through the convenience of

The HOBART MILL

Here they secure immediately, and at lowest cost, just the right grind required, retaining the full-flavored, rich aroma of the natural coffee bean. Always they find the HOBART mill pays for itself in a short time by the increased profits and larger sales.

If you must handle coffee, why not get all there is in it by grinding it fresh for every customer with the HOBART mill? Shall we send you full particulars without any obligation whatever?

The Hobart Mfg. Co., 105 Church St., Toronto

RYAN BROS., 110 St. James St., Winnipeg
Agents for Manitoba, Saskatchewan and Northern Ontario

"Apples made the filling, but FIVE ROSES made the crust"



Good morning! Have you eaten your apple, Brother Grocer?

Everybody's doing it—it's patriotic—it's fashionable—it's businesslike.

This is YOUR opportunity. Now's the time for the apple pie trade, apple puddings, apple sauce cake, *"National Fruit"* dumplings. Apples and Flour, Apples and *FIVE ROSES!*

The choicest pages of the FIVE ROSES Cook Book give all the delightful details.

Sell FIVE ROSES flour, Brother Grocer. Don't let your customers spoil good apples with a poor pie crust made from poor flour.

FIVE ROSES FLOUR

Sir George E. Foster's "finest in the world" deserves a better fate—the finest crust to wrap its toothsome lusciousness.

More pies than ever before will be *swiped* if you sell FIVE ROSES—the kind that made mother famous.

More apples eaten where FIVE ROSES is sold.

Think of a million apple pies, cakes, dumplings — think of your responsibility, Brother Grocer! The filling is only half the pie—the FIVE ROSES crust is the thing, the dainty brown jacket that dresses the juicy pippins so becomingly! Sell apples. Be patriotic.

Sell FIVE ROSES. *Be WISE!*

LAKE OF THE WOODS MILLING CO., LIMITED
MONTREAL. DAILY CAPACITY 13,200 BBLS.

Sell a Barrel of Apples——Sell a Barrel of ROSES

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII PUBLICATION OFFICE: TORONTO, OCTOBER ,16 1914 No. 42

A PROMINENT MANUFACTURER SAYS:

"And so we have settled down to business after the first shock of the war. We decided that affairs in Europe were in good hands, and we in Canada were expected to do our share by keeping the wheels of Commerce going; therefore our slogan for now and the future is-

Business as usual"



Pertinent Questions for the Grocer

Our automatic machines parcel sugar for you at
½c for a 2-lb. Carton, or
1¼c for a 5-lb. Carton.

Can you pay for clerks' time—paper bags—and twine—and do it at that price yourself?

And do you actually get 50 2-lb. or 20 5-lb. packages out of every 100 pounds of sugar?

How do the paper bags compare with the REDPATH Cartons for attractiveness—for quick service—for safety in delivery?

Which are your customers likely to prefer, the bags or the up-to-date, convenient

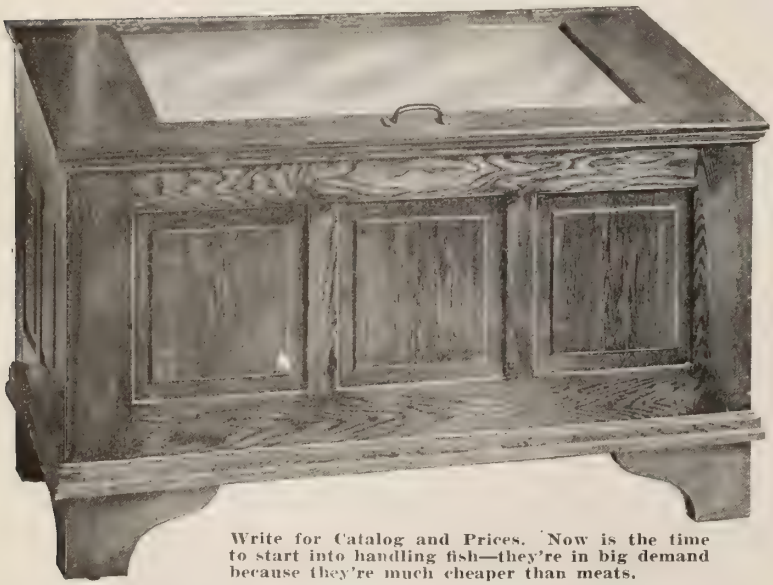
Redpath

2 lb. and 5 lb. Cartons?

CANADA SUGAR REFINING CO.
MONTREAL Limited

Make every day Fish Day

There's big money in handling Fish



if you *use the*

ARCTIC

Fish Display Case

It's a handsome piece of furniture made in any finish of oak to match your store fittings; has slanting plate glass top, fitted with solid brass hardware. This case enables you to keep a small stock of fish in perfect condition, with very small ice consumption, being insulated with best mineral wool and best air and water-proof paper, lined with heavy galvanized iron, easily cleaned, always sanitary. No enamel to chip off and become unsightly.

Write for Catalog and Prices. Now is the time to start into handling fish—they're in big demand because they're much cheaper than meats.

AGENTS:
Western Ontario: J. H. Galloway & Co., Hamilton

John Hillock & Co., Limited
TORONTO

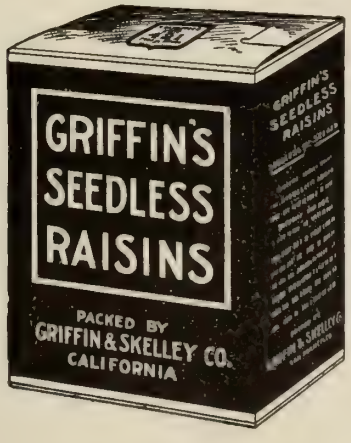
AGENTS:
Saskatoon: Western Butchers' Supply Co., Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Let Your Ledger Decide

MANY grocers still cling to the fallacy that most package raisins are alike. But there is a broad distinction between Griffin & Skelley's Seeded and Seedless Raisins and other brands. The numerous markings on the profit side of your ledger will suggest what these differences are: larger sales, new trade attracted, new trade held, continuous heavy sales.

Do these differences mean anything to you? Then why be content with meagre sales when you can be sure of large profits, trade expansion and continuous sales by handling the Griffin & Skelley Brands? Let the profit side of your ledger decide what brands are best for you to push.

ARTHUR P. TIPPET & CO.
Agents
MONTREAL



No War Prices for Dickeson's Tea

THE fact that the sales of Dickeson's Tea have gone up so phenomenally of late, proves not only that the public recognize the merits of this favorite Old Country tea, but also that they are quick to appreciate the patriotic attitude adopted by Dickeson's in refusing either to advance the price or alter the quality at this time.

Support the firm who are thus supporting **you** by ordering—

DICKESON'S TEA

"The Beverage of the Old Country."

RICHD. DICKESON & Co., Ltd., LONDON, ENG.

(Established 1649)

Get in touch with any of the DICKESON Agents:—

TORONTO
Frederick E. Robson Co.

HAMILTON
C. G. Walker & Co.

OTTAWA
H. N. Bate & Sons, Ltd.

WINDSOR
G. Clair Bliss, Detroit, Mich.

ST. JOHN, N.B.
E. T. Sturdee.

QUEBEC
A. Francois Turcotte.

WINNIPEG
W. Lloyd Lock & Co.

AMHERST, N.S.
Morrison's, Ltd.



Hot Biscuits *for* Supper

—light and tasty, is the inevitable result of

McLaren's Invincible Baking Powder.

Madam Canada sees the necessity of economizing with home baking. Then why not guarantee her never-failing results?

McLarens Limited
Hamilton and Winnipeg, Canada



For economy, for richness of flavor, for wholesome goodness, careful housewives prefer

E.D.S.
Jams and Jellies

Why compromise their better judgment and incur the risk of lasting distrust in your suggestions, by offering jams "just as good"?

The fruits in the E.D.S. Line come fresh from our own orchards to the jars, with only the purest cane sugar added—no compounds or adulterants included to weaken their pure goodness.

Other grocers find the E.D.S. Line a ready seller, with repeat orders increasing in number. The thousands of dollars we are spending in aggressive consumer advertising have created a large demand right in your locality. Let this publicity earn profits for you by getting the E.D.S. Line on display in your store.

Ask us to ship you a trial order to-day.

E. D. Smith & Son
Limited
WINONA ONTARIO

AGENTS:

NEWTON A. HILL	Toronto
W. H. DUNN	Montreal
MASON & HICKEY	Winnipeg
R. B. COLWELL	Halifax, N.S.
A. P. ARMSTRONG	Sydney, N.S.





The High Cost of Spoiled Milk

is meeting with short shrift in these days of compulsory carefulness. Thousands of housewives are turning to the greater economy of

Borden's
Condensed Milk

For with Borden's, milk is used only as required and without the possibility of spoiling what is left over. Why not meet this growing demand by getting Borden's in your store? Start out with a few good displays. Show the Borden line in your window or on your counter. You'll find the effort well repaid in the large and increasing sales, and in the goodly profit afforded by the Borden line. Then there are the Borden lines of Reindeer Coffee and Cocoa whose economy and convenience is well established in the minds of careful housewives. It would be well worth your while to get the whole line on display. Just write us to-day for trial order.

Borden Milk Co., Limited
"Leaders of Quality"
MONTREAL
Branch Office: No. 2 Arcade Building
Vancouver, B.C.

JAPAN TEAS are the most satisfactory for the Jobber, Retailer and Consumer. There are four distinct crops in a season. From the first picking to the last in fourth crop there are numerous grades and therefore numerous prices. Character and excellent cup quality throughout.

FURUYA & NISHIMURA

Montreal, Chicago, New York and Shidzuoka

Can You Do What Hundreds of Other Grocers Have Done?

Unusual profits and easy sales are being made every day by grocers all over Canada with this delectable confection.



Chocolate Turkish Delight

Healthful and irresistibly pleasing, you'll find sales easy and continuous. Surely it would be well worth your while to handle this quick-selling line, especially in view of the large profit it affords you. Shall we send you a case for trial order? Write us to-day.

Oriental Produce Co., Montreal, Que.

Concentrate on the Lines that Bring You Most Profits

Why spend your best efforts and time on goods that afford only a meagre profit, when you can make quick sales and good returns with

7-20-4 CIGARS

Displayed in a case where the men folk can see them, you are assured of steady sales. Only the best tobacco obtainable goes into 7-20-4 Cigars, and together with our well-equipped plant and skilled labor, you secure a cigar unexcelled in quality and flavor.

If you want to know what quick and easy profits really are just ask us to-day to send you a few boxes of 7-20-4 Cigars for trial order.

THE SHERBROOKE CIGAR COMPANY
SHERBROOKE, QUE.

Cleave's

CELEBRATED
DEVONSHIRE CREAM

Chocolate

A high-grade and up-to-date article, showing an excellent profit and giving increasing satisfaction.

THE CHOCOLATE THE PEOPLE WANT.

Also other new and attractive 5 cent lines.

AGENTS:
MONTREAL—F. Davy & Co., 6 St. Sacrament St.
TORONTO - Mason's Ltd., 25 Melinda St.
WINNIPEG—Hamblin & Brereton, Ltd., 149 Notre Dame Ave. E.
VANCOUVER—Hamblin & Brereton, Ltd., 842 Cambie St.

JOHN CLEAVE & SON, LIMITED
CREDITON, DEVON, ENGLAND

Like to win the Confidence of a Paying Tobacco Trade?

Then look to the quality, freshness and flavor of your tobaccos. Rose Quesnel and Master Mason Smoking Tobacco are maintaining great popularity on these points, and incidentally building up big sales for other grocers. King George Navy and Maple Sugar Chewing Tobaccos are their twin brothers both in popularity and easy profits.

If you want to win the confidence of you customers and build up a paying tobacco trade, get these quick selling lines on display in your store NOW.

How much will we send you as trial order? Write to-day.

The Rock City Tobacco Co.
WINNIPEG and QUEBEC



The highly nourishing qualities, delicious flavor and economy of

SIMCOE BAKED BEANS

has built up steady sales and easy profits for hundreds of other grocers throughout Canada. If you want to make sure of future profits, of large and increasing sales, better stock the favorite brand of Canadian families — SIMCOE BAKED BEANS.

Dominion Canners Limited
Hamilton, Ontario

DOMINION CANNERS LIMITED
HAMILTON, CANADA.
THE EVIDENCE of QUALITY

NO ADVANCE IN PRICES

has made it difficult for us to cope with the enormous demand for

STUART'S PURE JAMS

So far we have found it unnecessary to increase the price of Stuart's Jams with the result that our modern, efficient factory is being pushed to its fullest capacity to meet the demand for high quality, delicious fruit jams at a saleable, moderate price.

In Stuart's you will find just the dessert your customers have been looking for, and at 15c retail offers you an excellent profit. Stuart's Pure Jams are most attractive on display and come in the popular tumbler glass jar so useful for other household purposes. Why not get them on display in your store? Shall we send you a few cases for trial order? Write us to-day.

STUART, LIMITED, SARNIA, ONT.

Century SALT

is pure, clean salt.

To build a business honestly you must sell purity in food products. Century Salt, from one year end to the other, is exactly the same, always pure white crystals, refined with the greatest care.

Excellent for table, cooking or dairy—you can satisfy every customer with Century Salt.

The DOMINION SALT CO., Limited
SARNIA, ONT.

COW BRAND BAKING SODA



COW BRAND BAKING SODA has been for years a "staple" with almost every grocer who carries high-class goods. Careful cooks insist on this famous, well-proven soda—Cow Brand. It puts the baking at its very best, gives full satisfaction to customer and dealer.

The demand is steadily growing. Are you supplying the demand?

Church & Dwight
LIMITED
Manufacturers
MONTREAL

Jonas' Extracts

The same high quality for over forty-four years

Jonas' Extracts have had lots of time to make friends—over forty-four years of use by particular people in Canada. If sale increase is any indication of the real feeling of the Canadian housewives towards Jonas' Extracts, we can truthfully say they have given satisfaction.

Their purity, richness of flavor and strength are features that catch the new trade and hold the old.

Stock up now.



Henri Jonas & Co.

Established 1870

Montreal

"SOVEREIGN" SALMON



FINEST BRITISH COLUMBIA SOCKEYE

QUALITY IS OUR FIRST CONSIDERATION

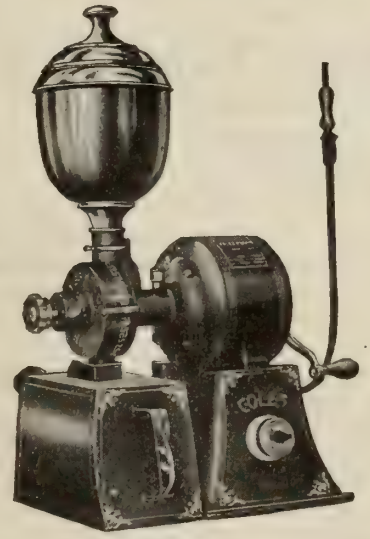
PACKED BY

THE ANGLO BRITISH COLUMBIA PACKING CO. LIMITED

VANCOUVER, B.C.

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL



There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St. **PHILA., PA**

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

Every Day *is* Dusting Day



More and more women are learning to dust the cleaner, easier, more sensible way, using

IOCO LIQUID GLOSS

THE IMPERIAL OIL COMPANY LTD
HEAT LIGHT POWER LUBRICATION
LIMITED

Dry dusting merely scatters the dust. A dust-cloth moistened with Ioco Liquid Gloss gathers up all the dirt, and leaves a clean, disinfected, and polished surface.

Ioco Liquid Gloss is needed almost daily in every household. We are pushing its popularity throughout the Dominion with extensive advertising in all leading magazines.

Put up in convenient sizes—half-pint, pint, quart, half-gallon and five gallon lithographed tins; also in barrels and half barrels. For terms and prices, write

THE IMPERIAL OIL COMPANY, LIMITED

Toronto	Montreal	Winnipeg	Vancouver
Ottawa	Quebec	Calgary	Edmonton
Halifax	St. John	Regina	Saskatoon

Tartan BRAND

THE SIGN OF PURITY

NEW FALL FRUIT ARRIVING DAILY

New Valencias (In stock)
New Malaga Raisins
New Shelled Almonds
New Currants
New Sultanas
New California Prunes, Apricots, Peaches, Raisins.

Our travelers have full information, or

'Phone No. 3595, 3596, 3597, 3598, 3800, 748; Night 'Phone, 1807.

BALFOUR, SMYE & CO., Wholesale Grocers **HAMILTON**



THE TEST OF TIME

For more than forty years, Electric Paste Stove Polish has met every requirement of thousands upon thousands of critical housekeepers.

What more could you ask? Have you tried it yet?



Place your order now, so as to avoid delay, as we are away behind on our orders. Selling agents for Canada are—

D. J. McLeod & Co., Edmonton, Alberta; Orr & MacLain, Winnipeg; E. B. Thompson, Toronto, for Western Ontario; G. C. Warren, Regina, Sask.

BLACK JACK

QUICK
CLEAN
HANDY

¼-lb. tins—
3 doz. in case



TRY IT

SOLD BY ALL JOBBERS

BUY

STARBRAND

Cotton Clothes Lines

AND

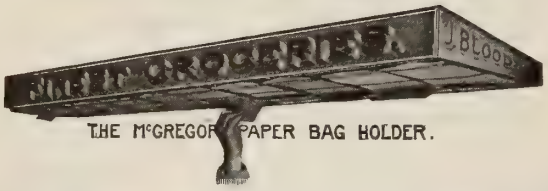
Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

A store convenience — costs little — gives big service



Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or

The O. P. McGregor Paper Co., Limited

411 Spadina Ave., Toronto

Say You Saw It

in

Canadian Grocer



MADE IN CANADA

CLARK'S

TOMATO KETCHUP

in 8 oz., 12 oz., 16 oz. Bottles.

New season's pack now ready for shipment.

A high-grade Ketchup prepared from the finest ripe tomatoes only.

Guaranteed to contain no artificial preservatives, coloring matter or adulterants.



ABSOLUTELY PURE

Put up in attractive bottles and packed 2 Dozen to the case.

You will find this, Mr. Grocer, a valuable addition to your stock. Get prices from your jobber or send us a post card.

W. CLARK, LIMITED, - MONTREAL

We make it good;

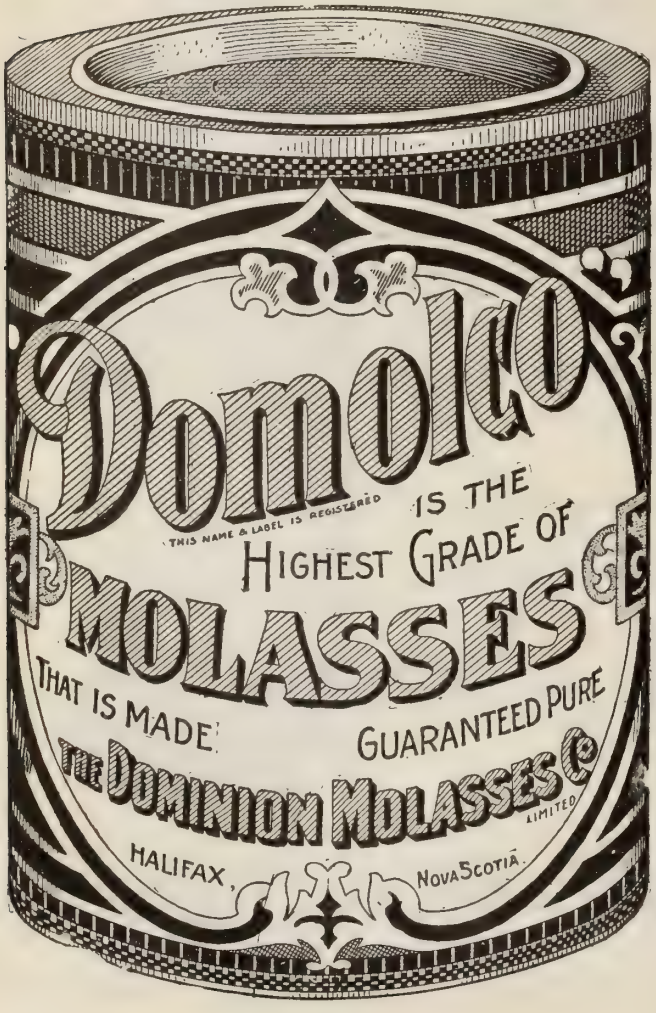
its friends make it famous

Domolco is a superior Molasses, made from an extra fine quality of cane sugar grown on the little tropical island of Barbadoes.
It is carefully refined and purified—a healthy and economical food.
It has the character and quality which instantly appeals to old and young. Makes a delicious dessert — excellent with hot biscuits, muffins, waffles, etc.

DOMOLCO

Is put up in attractive, sanitary, lever-top tins—the most sanitary, convenient, and profitable method of handling.
The quality and purity is absolutely guaranteed.
Contains no glucose.
Extensive consumer advertising has created a big demand. Profits are good.
Your wholesaler can supply you.

The Dominion Molasses Co., Ltd.
HALIFAX, N.S.



Note the registered Label

Guaranteed pure Cane Molasses

Extensively advertised

Distributors for Manitoba and Saskatchewan:
Messrs. The W. H. Escott Co., Limited, Winnipeg.

PROMPT SHIPMENT

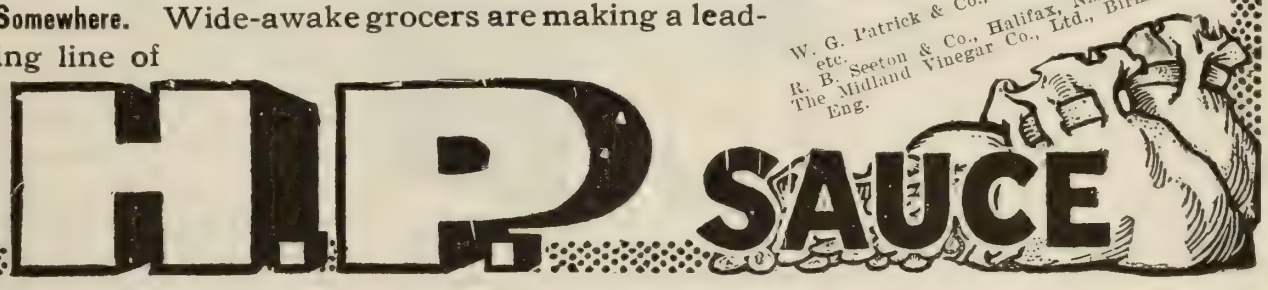
St. Lawrence Sugar

All orders are now being shipped promptly.

How Many Customers Have You

who have not asked for H.P. Sauce? Our new extensive advertising is exciting a large demand, and your customers are buying it **Somewhere.** Wide-awake grocers are making a leading line of

W. G. Patrick & Co., Ltd., Toronto, Montreal, etc.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Ltd., Birmingham, Eng.



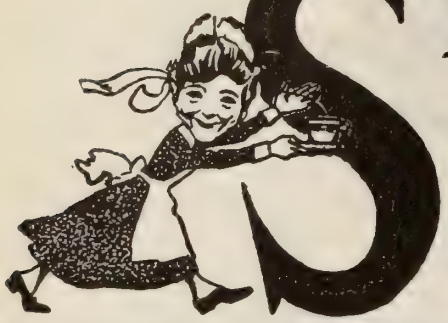
Probably the best reason why you should sell

CHASE & SANBORN'S High-Grade Coffees

is because your customers have learned to like and ask for them.

Chase & Sanborn, - Montreal

HIGH-GRADE COFFEES



SYMINGTON'S

(Regd. Trade Mark.)

COFFEE ESSENCE



SPEEDS SALES

Brings delight to the busy housewife. So quickly and easily prepared, so delicious—One bottle makes 40 cups. A splendid seller and profit-maker. Your wholesaler can supply you.

Thos. Symington & Co., London and Edinburgh

Agents: Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

Cash In on the "Made-in-Canada" MOVEMENT

by handling one of the most popular and profitable cleaners on the market, made right here in Canada—

DIAMOND CLEANSER

Has never been equalled as a quick, economical cleaner at a popular price. Perfectly odorless and will not hurt the hands.

Costs $3 a case of forty-eight cans
Sells at 3 for 25c. or 10c a can

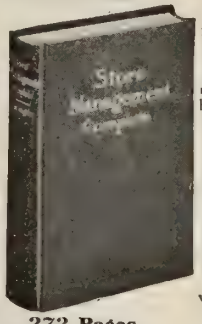
A single case thus affords you an excellent profit. But most grocers prefer it in five-case lots at $2.85, thus ensuring a still larger profit. Your jobber is ready to supply you.



STEPHENS, WELCH & CO.
7 Ossington Ave. **Toronto**

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages
Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON

A Companion book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO



Sanitary Cans

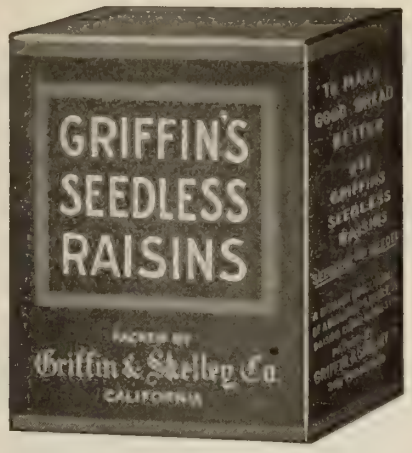
"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

Griffin's  Seedless

Raisins

Never had a seed.

Their quality and absolute cleanliness should make their name a **buy-word** wherever raisins are sold.

Ask your grocery salesman.

To the Wholesale Trade

Our Liverpool house is in close touch with all the British and East India markets, and also with the European markets that are still open. If there are any goods you require which under present extraordinary circumstances you are unable to procure from your usual channel, kindly let us have particulars, and if the goods are at all obtainable, we will get you lowest prices promptly by cable.

WEST INDIA COMPANY, LTD.

St. Nicholas Building, - - MONTREAL

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Established 1859.

GEO. STANWAY & CO.
TORONTO

Agents for Furuya & Nishimura, Japan Teas. Alexander Molasses Company, Cincinnati, for best grade Molasses in tins. Phoenix Packing Co., Dried Fruits.

CHARLES H. COLE

Agent for McVitie & Price, Jas. Pascall, T. W. Beach, Johnston-Baird Co., etc.

New Address:
33 Front Street East - Toronto
Montreal Office: 501 Reade Bldg.

MORROW & COMPANY
CEREALS

TORONTO, - - - - - CANADA.
Rolled Oats, Oatmeals, Rolled Wheat, Split Peas, Pot and Pearl Barley, Graham Flour, Buckwheat Flour, Potato Flour, Wheatlets, Cornmeal, Lentils, Beans and Peas, Domestic and Imported; Sal Soda, etc., etc. Write for prices and samples, carloads and less.

We are large buyers of evaporated apples and white beans. Wire or write us.

W. H. Millman & Sons
Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents and Importers.
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

HENRI DE LEEUW
28 Front Street E. TORONTO
I solicit Agencies of large Canadian Packers, Evaporators, Flour Mills, either for Canada or abroad. Submit me prices and samples. I have large foreign enquiries.

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

G. C. WARREN, REGINA SASK.
Importer, Wholesale Broker and Manufacturers' Agent.
Trade Established, 15 years.
Domestic and Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

LEADLAY LIMITED
Grocery Brokers and Importers
WINNIPEG TORONTO CALGARY
332 Bannatyne 309 King St. W. 510 Ninth Ave. W.

W. H. Escott Co.,
LIMITED
Wholesale Grocery Brokers and Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

Hamblin & Brereton
LIMITED
Importers and Manufacturers' Agents.
Winnipeg, Calgary, Vancouver.
We call on the Jobbing and Retail Trade.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

COCKBURN-NOLAN CO.
Limited
Importers, Brokers and Commission Merchants
Representing Pugsley-Dingman Co., Limited. Canned Foods, Limited.
312-314 Ross Avenue, Winnipeg.

WESTERN PROVINCES—Continued.

H. G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY
IMPORTER & BROKER
Specials just landed:—
CITRIC ACID TARTARIC ACID
OIL OF LEMON SALTPETRE
757-759 Henry Ave. WINNIPEG

Ruttan, Alderson & Lound, Ltd.
Successors to
RUTTAN & CHIPMAN
Commission Brokers
WINNIPEG, MAN

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street, - Vancouver, B.C.

NEWFOUNDLAND.

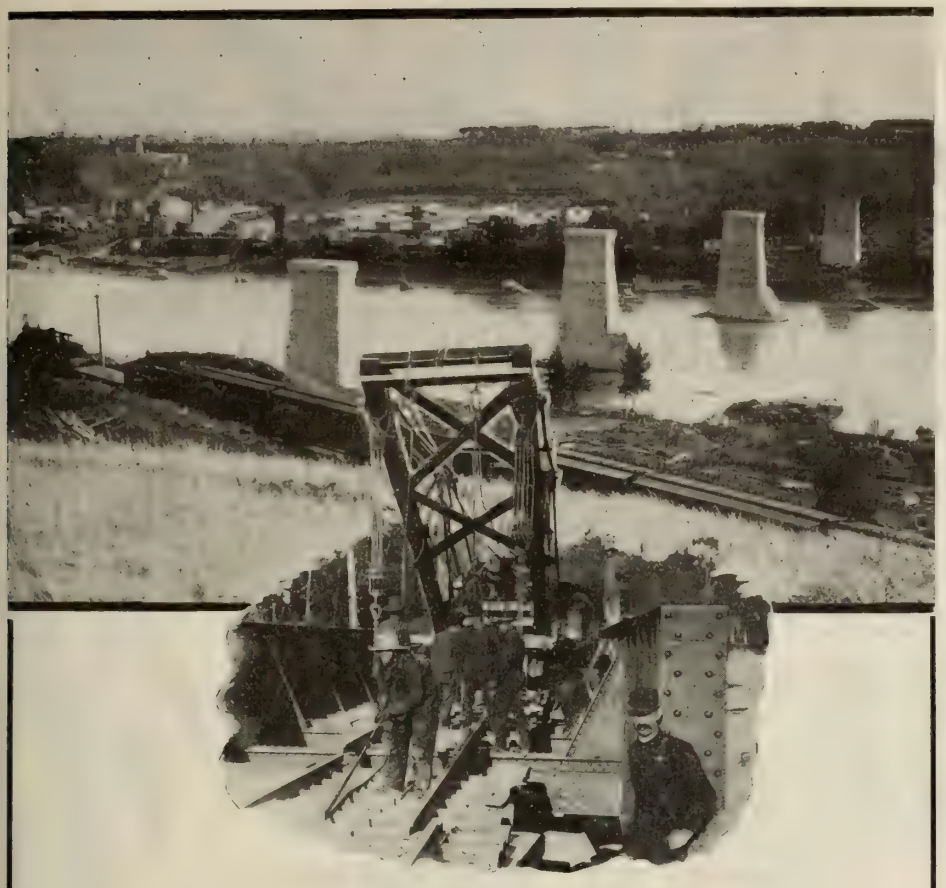
T. A. MACNAB & CO.
ST. JOHN'S, - NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.

QUEBEC.

SPLENDID CONNECTION
Amongst the Jobbers and Retailers.
I am open for a few more agencies, and can handle them to advantage.
Have You a Line of Candy Gross Goods?
The CLAUDE BEAUCHAMP Imports Limited.
223 Commissioners St., Montreal.

Agencies Solicited
For many years have had first-class connection with both retail and wholesale grocery trade.
J. W. Lapointe
458 St. Antoine St. Montreal

When writing advertisers kindly mention having seen the ad. in this paper.



Building a Transcontinental

Here is a map of America. There lies the Atlantic, and yonder the Pacific. Between the two oceans must run a modern railroad. No matter about mountains or muskeg, fuming rivers or tangled forest, the rails shall pierce them or bridge them straight as a die, and Pullmans shall slip across them so buoyantly that dainty fingers will not spill a cup of tea.

How is it done?

In his story "Putting a Transcontinental Together," in October MacLean's, Robson Black tells something of the difficulties the builders meet and the means they take to overcome them. The glamor of empire-building is reflected in every line of this splendid article.

It is a story that every Canadian should read.

MacLean's Magazine, $2 a year, 20 cents a copy.

MacLean Publishing Company

143-153 University Avenue

TORONTO

This Is The Flavor

that stands every test of heat or cold. Housewives and confectioners want

MAPLEINE

for lasting and delightful flavor.



ORDER FROM

Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont., Can.

Mason & Hickey, 287 Stanley St., Winnipeg, Man., Can.

CRESCENT MFG. CO.

SEATTLE, WASH.

OAKEY'S KNIFE WELLINGTON POLISH



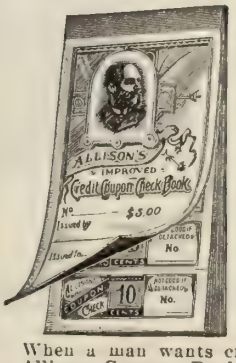
JOHN OAKEY & SONS, LIMITED, LONDON . ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermed St., Winnipeg.

20th Century Retailing DEMANDS the use of

ALLISON COUPON BOOKS



You can't get away from credit business without driving away trade. And if you don't use **Allison Coupon Books** you are bound to lose some money on credit accounts. Allison Coupon Books make credit business "good as gold."

HERE'S HOW THEY WORK:

When a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No passbooks, no charging, no time wasted, no errors, no disputes.

For Sale Everywhere by Jobbers.

ALLISON COUPON COMPANY

Indianapolis, Indiana, U.S.A.

New Goods Just Arriving

New Cluster Raisins

In layers and bunches

Royal Victoria, Fancy Dessert and Fine Table Clusters

New Eleme Table Figs

In 10 lb. Boxes

"Camel" Brand, 3 Crown, 4 Crown, 5 Crown, 6 Crown

New Valencia Raisins

28 lb. Boxes

Gold Medal Fancy, Anchor Finest and Seedless

California—New Crop

Fancy Seeded, Choice Seeded and Seedless in Packages

"Swiss Bell" Canned Beets

2's and 3's

The small selected fancy Beets

WRITE FOR PRICES

EBY-BLAIN, LIMITED

Wholesale Grocers **TORONTO, CAN.**



Eminently British

Grown under ideal conditions in that gem of British possessions—Nature's favored isle—Ceylon.

Plucked and prepared by loyal British subjects. Packed in Canada by Canadian work-people with British machinery and in British-made aluminium.

Enjoyed throughout the Dominion wherever the true British appreciation of QUALITY is to be found.

1914 Sales give full promise of exceeding those of 1913 by ONE MILLION POUNDS

"SALADA"

MONTREAL TORONTO LONDON, ENG.



Small Fruits

(*Pure, Fresh, Ripe*)

and fine fresh apples make a superior quality jam that sells at a moderate price

(*It's pure & delicious*)

that's Rose Brand

(SELLS AT THE PEOPLE'S PRICE)

Only the finest quality fruits are used in this Jam, made in following flavors: Strawberry and Apple, Raspberry and Apple, Peach and Apple, Crab Apple, Black Currant and Apple, Plum and Apple. In the popular glass tumblers and other packages.

Write for Prices.

FRETZ LIMITED

HAMILTON, CANADA

Agents:
Amos B. Gordon Co., Toronto, Ont., General Sales Agents.
A. A. Adams, Agent for Hamilton, Ont.



Ask the Thousands of Grocers and Butchers

now using EUREKA Refrigerators just what value they place on them. They will invariably tell you the

EUREKA REFRIGERATOR

in whatever size or style you desire it cannot be equalled in satisfactory service and economy. They add considerably to the prestige of any store and give your customers confidence in the quality and freshness of your goods.

EUREKA stands for the best in refrigerators. Write to-day for catalog and price list.

EUREKA REFRIGERATOR CO., LIMITED

31 BROCK AVENUE, TORONTO

Robinson's
Patent Barley

has proved itself a healthful and nutritious food for young and old.



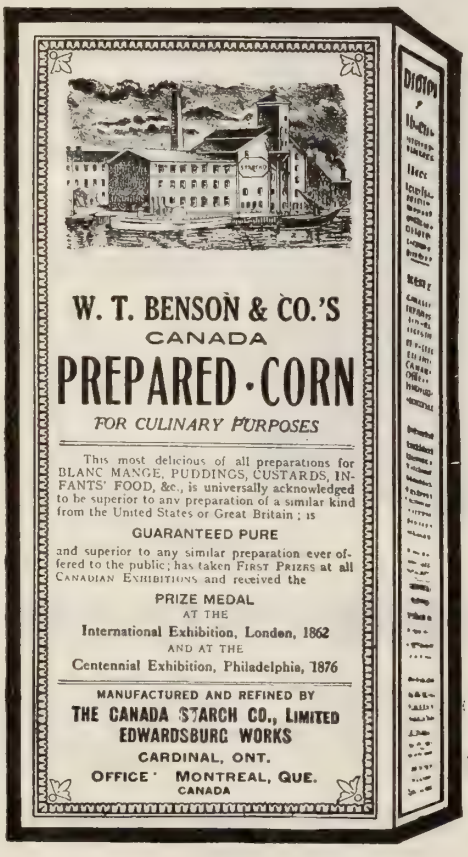
Sells
Without Effort

Its reputation is long established and customers like it; that accounts for the steady demand.

MAGOR, SON & COMPANY, Limited

403 St. Paul St., Montreal **30 Church St., Toronto**

AGENTS FOR THE DOMINION OF CANADA



Every housekeeper in Canada knows this familiar yellow package contains

BENSON'S
PREPARED CORN

and that it is the best summer food on your shelves. So she doesn't leave it there long.

Quick turnover gives you a splendid profit.

Made by

Canada Starch Co., Ltd.

Montreal **Cardinal** **Brantford**

CANADIAN GROCER

VOL. XXVIII OCTOBER 16, 1914 No. 42

Many Merchants Installing New Equipment

Evidence That the Trade is in a Buoyant and Optimistic Condition—Dealers All Over Canada Brightening up Their Stores and Making Arrangements to Improve Their Service—A Good Omen for Trade.

"BUSINESS as Usual" is evidently the slogan of many members of the grocery and provision trade, judging from the number who, during the past couple of months, have been installing new fixtures and store equipment. It is certain that if these members of the trade considered the situation serious, or if sales were not being kept up in the vicinity of normal, they would not be brightening up their stores by these additions. The more the retail trade goes about its usual course, and demonstrates that business is up to the mark, the more confidence will the people have in it, and the more will they be encouraged to continue their purchases as usual.

There have been, no doubt, some who were frightened off from going ahead with improvements since the war began, but it is quite safe to assume that the majority who contemplated new equipment have gone ahead with its instalment as if nothing had happened. The future will eventually prove that they were correct.

Canadian Grocer has secured a list of some grocers who have been installing new equipment. Here it is:

Bean & Diemert, Pangman, Sask., have installed a self-measuring oil tank.

Mrs. Ross, Dundas Street, West Toronto, has set up a handsome new counter, with glass front.

Henry & Glackin, St. Catharines, Ont., recently put in a new metal ceiling.

Scotts, Dupont Street, Toronto, have installed a coffee refiner—a machine that removes the chaff and dust from the coffee.

Philip A. Raby, of Ottawa, has installed an electric coffee mill.

The Farmers' Exchange. Carbon, Alta., have put in a new kerosene equipment.

A. Hobson, Hamilton, Ont., has installed an electric coffee mill.

Davey Bros., Alta., a self-measuring oil tank.

E. Barnes, Toronto, a meat chopper and bone grinder.

Webbs, Limited, Edmonton, Alta., a coffee mill.

Nicholson & Switzer, Lacombe, Alta., a self-measuring kerosene equipment.

Hudson Bay Co., Edmonton, Alta., a bone grinder.

J. W. Robertson, Tabusintac, N.B., a self-measuring oil tank.

Sydney G. Burton, North Toronto, a meat chopper and bone grinder.

A. Chamberland, Montreal, a kerosene equipment.

G. W. Lea, Simcoe, Ont., new silent salesman to replace the present ones.

M. Riggs, Stratford, Ont., a self-measuring oil tank.

J. R. Hemingway, Hamilton, Ont., a meat chopper.

W. McLeod & Son, Elkhorn, Man., a new kerosene equipment.

A. Delaire, Vankleek Hill, Ont., a meat chopper.

E. Hunt, Toronto, a self-measuring kerosene outfit.

M. J. McDonald, Glen Roy, Ont., a kerosene equipment.

Thos. Bartram, Toronto, a meat chopper.

J. A. Gregorie, Kinsey, Que., a self-measuring oil tank.

> Do you remember the optimist of 1912 who told you that it was impossible for Canada to have a setback, and that the good times were a certainty for at least the next ten years? He was so busy making and spending money that he really did not have the time nor feel the necessity to advertise.
>
> He is the second cousin of the pessimist of 1914 who will tell you that the European war has put the industries of Canada on the blink, and that the great thing to do is to economize.

J. K. Neil, Aylmer, Que., a kerosene equipment.

J. M. Paradis, Levis, Que., an oil equipment.

T. P. Hulme, East Toronto, an electric meat chopper.

H. Arseneau, Tracadie, N.B., a self-measuring kerosene outfit.

J. X. Doucet, Sheila, N.B., a kerosene equipment.

V. Lacasse, Quebec, Que., a kerosene equipment.

Geo. Bentley, East Toronto, a meat chopper and bone grinder for chicken feed. Mr. Bentley installed the grinder to help him out on the profits of his meat and is well satisfied with his investment.

H. L. Borbier, Excelsior, Ont., a self-measuring oil outfit.

All the following merchants have during the past few weeks installed self-measuring kerosene outfits:

R. D. Curry, Bar River, Ont.
McLean & Crozier, Haley's Sta., Ont.
E. A. Little, Foresters' Falls, Ont.
T. D. Brunet, Moose Creek, Ont.
J. A. Bryant, Galt, Ont.
E. Walker, Harriston, Ont.
V. L. Cober, Berlin, Ont.
Riverside Grocery, Guelph, Ont.
Jas. O'Brian, Guelph, Ont.
Wm. Smith, Stratford, Ont.
V. Lacasse, Quebec, Que.
E. P. Berube, Limoilou, Que.
G. Lapointe, Limoilou, Que.
Jos. Angers, Quebec, Que.
J. P. Fournier, St. Francois, Que.
F. X. Gosselin, Quebec, Que.
A. Pichett, Quebec, Que.
H. G. Kell, Quebec, Que.
G. Rosseau, Quebec, Que.
Gauthier Freres, Quebec Bridge, Que.
P. E. Kironac, Quebec, Que.
Jos. Carriers, St. Louis, Que.
Richer & Page, Valleyfield, Que.
S. Udovin, New Waterford, N.S.
T. H. Fournier, Green Point, N.B.
Mrs. M. Murphy, Jacquet River, N.B.
Donald Loggie, Loggieville, N.B.

(Continued on page 47.)

Fish Remains Just as Cheap as Five Years Ago

Figures That Show a Line That Should be Strongly Pushed During Coming Winter — War Has Little or no Effect on It — Many Grocers Selling Large Quantities Every Month.

Especially Prepared for Canadian Grocer.

WAR conditions have added new phases to the many sided problem of the high cost of living—and the most direct effect has been noted in relation to food stuffs. Reference to the war influence is scarcely necessary so far as the grocer is concerned. He has noted the feverish demand for various lines which came with the war announcement. He has probably noted, also, that this demand has been almost entirely for substantial food stuffs and that there is a tendency on the part of the people to dispense with the higher-priced goods which come in the class of luxuries.

Noting this demand for substantial food at reasonable prices should call the attention of the grocer to a department which should have special consideration this winter—the Fish department. Conditions would indicate that fish can be made a very popular selling line. It is one of those opportunities created by outside conditions which should not be neglected.

An Exception to the Rise.

For several years the cost of living has been jumping by leaps and bounds. Practically all kinds of foodstuffs have been getting higher and higher in price. But there has been one exception—fish.

The figures which are given in connection with this article compare the prices which ruled five years ago with the prices of last winter. On seven pounds of the leading frozen selling lines during the winter season there is an advance of half a cent shown. Prices are practically the same and in fact they have scarcely altered during the past ten years. There are adjustments from season to season, but they usually balance pretty well and when one variety goes up there is usually one which comes down proportionately—varying luck with the catches is the chief price influence while weather conditions also have an effect.

Fish to-day is practically the same price as it was five years ago, or even ten years ago. There is no need to make reference to the advance which there has been in other foodstuffs during that period. In relation to these advances and in relation to the increases which has been made in wages generally—which have comparatively reduced the purchasing power of the dollar—fish to-day is relatively very much cheaper than it was a decade ago.

FISH PRICES DO NOT ADVANCE.

Comparative figures showing prices of leading lines of frozen fish in the years 1909 *and* 1913 *—it is yet early for the definite prices for* 1914, *but there will be no material change, although some readjustments may be made:*

Figures are from the price lists of one of the wholesale fish houses in Toronto.

1909.		1913.
9c	.... Trout	10c
9c	.... Halibut	9c
9c	..Qualla Salmon..	8c
2¼c	.. Sea Herring ..	2¼c
8c	.... Haddie	9c
10c	... Whitefish ...	10c
4c	.... Herring	3½c
51¼c		51¾c

No Advances in Sight.

And the war will not advance the price of fish. The quotations for the winter season this year are not yet out but there will be no material change over last year. Some of the lines may be changed fractionally. There will be some export markets which will be closed and others in which there may be a stronger demand, but on the whole prices may be expected to hold steady.

If the grocer will consider the comparative value of a pound of halibut or whitefish at 15c and a pound of steak at about double the figure—the small waste on the fish as compared with the steak, as well as the difference in price—he will come to the point where he will appreciate the popularity which fish is almost certain to find during the coming winter when housekeepers are paying particular attention to the important details of food cost.

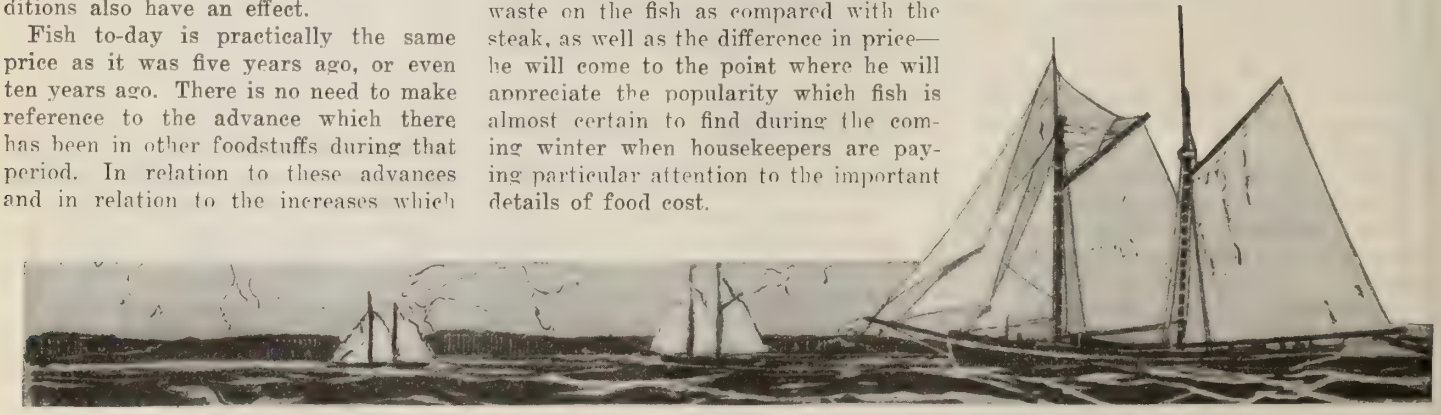
There is this advantage, too, about handling fish, in that quality is usually uniform though the price may be different, and while one customer may choose trout at 15c the pound, another may select the sea herring at less than half and still have just as tempting a dish. The difference in price does not indicate any difference in quality, but rather difference in taste.

Good Margin of Prifit.

There is a good margin of profit in handling fish. If figures of cost and selling would not indicate this, a glance over the ledgers of some of the big wholesale houses would, for it is pretty evident that the number of retailers with heavy accounts would not be so great if there was not a balance on the right side of the account. There are many grocers in the towns and small cities who have accounts of a hundred to two hundred dollars a month with one fish firm.

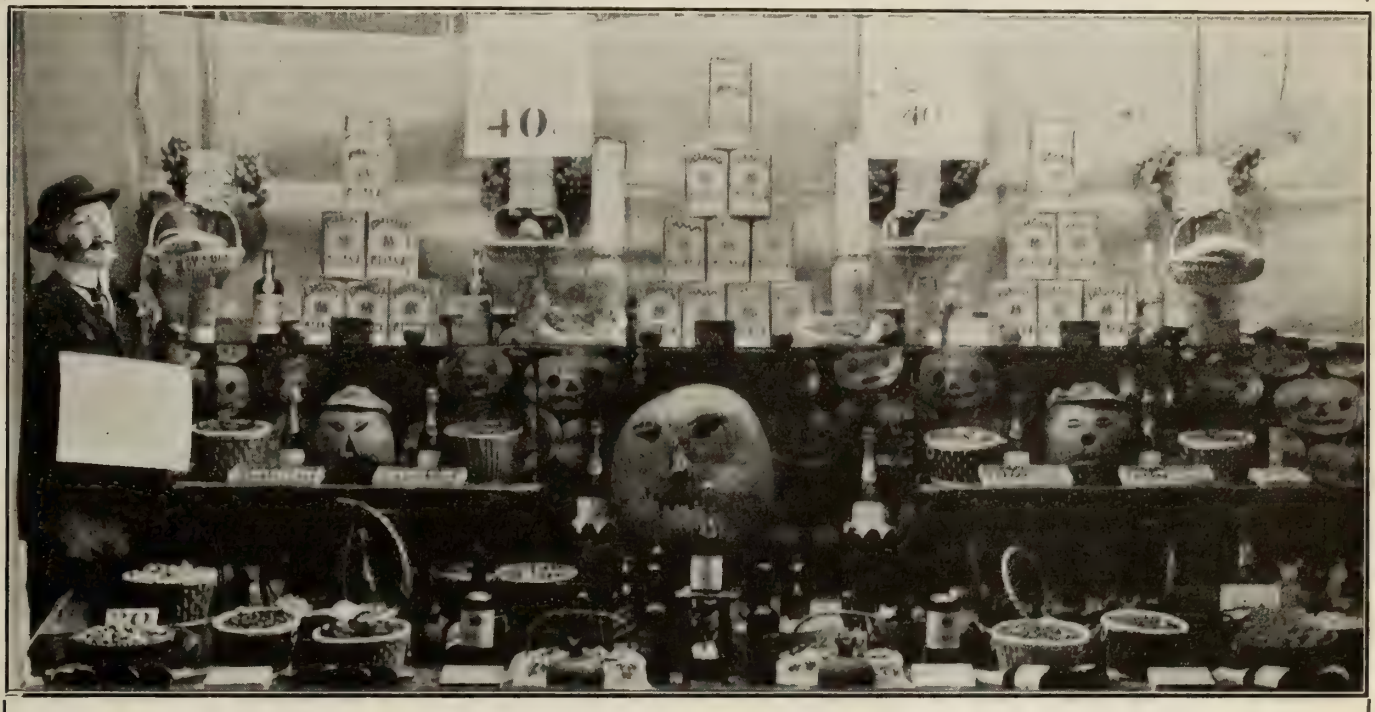
Selling conditions may vary according to conditions and competition, but there would appear to be no reason why the grocer should not get fifty per cent. above his cost figures, and the proportion of loss is not great—on most varieties consisting of small pieces at the neck and tail.

Considering the low average cost as compared with other foodstuffs, the fact that the consumption of fish in the past has not been greater is a matter for surprise, and there is evidently good ground for the argument that the war will be the means of bringing home to the Canadian people the fact that in this country we can get the finest varieties of both fresh, frozen and smoked fish at comparatively low cost. The grocer who presses fish will make a profit for himself and at the same time will assist in bringing a benefit to his customers by reducing foodstuff bills.



Good Publicity in a Hallowe'en Window Trim

Is of Interest to Not Only the Children But to the Grown-Up Folks as Well—A Montreal Hallowe'en Display Containing Nuts, Dates, Grapes, Biscuits, Apple Cider, Wines and Pumpkins.



A splendid Hallowe'en display shown by Murphy Bros. of Montreal. This proved a good salesman.

A GOOD Hallowe'en window display is always popular in a district where the ancient customs associated with this time are observed. It may be assumed by many that such a window interests only the younger folk, but if one watches the passersby, he will notice a great many of the grown-ups, and particularly the women who are the foodstuff buyers of the home, stop to have a better look. It is therefore splendid publicity.

Hallowe'en comes the last of October. The accompanying window is one shown last year by Murphy Bros., St. Catherine Street, Montreal, and a glance at it will show that it attracted a good deal of attention. Apart from the special Hallowe'en features, the goods on display are shown well distributed on a window fixture made of glass shelving. This fixture consists of a set of three glass shelves held up by three nickel-plated rods with brackets which can be adjusted to any height desired. In this particular trim the top row of shelves was left off and the brackets used for hanging baskets of fruit and bunches of grapes.

The pumpkins were lit with electric lights. The dummy figure on the left attracted the attention of the boys and girls. The show-card on him read: "Why not buy the children some nuts? Hallowe'en comes only once a year."

The baskets in the lower part of the window were filled with nuts and mixed biscuits with price cards attached. The window also contained such lines as dates, apple cider, and bottles of wine. "This display was scarcely exposed to the public," stated L. E. Fogarty, the manager, when interviewed by Canadian Grocer, "before there was a considerable demand for nuts, grapes, biscuits, etc., and even for pumpkins.

"A well dressed window," added Mr. Fogarty, "forms a very important part in advertising and I consider that a change is necessary every week to get the greatest benefit from it."

Retail Merchants are Getting the Business

Replies From Many In All Parts of Canada Show Conditions To Be Generally Most Satisfactory—Good Crops and High Prices Helping a Great Deal—Lumbering Industry Having Quiet Year But Many Manufacturing Plants That Closed Are Re-opening.

BUSINESS conditions from the standpoint of the retail grocer were shown to be fundamentally sound in the letters from members of the trade published in last week's issue. Apart from a few centres where the people depend principally upon manufacturing industries, it was an exception to find a dealer who had any complaint whatever to make.

Since that article was printed further replies have come in and the great majority find the above conclusion to be fully justified. Wherever many men have been thrown out of employment, it is only natural that the retailer should find business slower than usual, but the communications demonstrate that those places are few and far between. Following are more of the replies:

* * *

AN EDMONTON firm writes:—"We are glad to report business conditions fairly satisfactory in this district, especially in the country as the farmers in Northern Alberta have had a good crop and are more or less fairly cheerful which is more than can be said of our friends in Southern Alberta.

"As regards the city business: a good many firms are feeling the result of the war breaking out and the banks curtailing all loans which has stopped building operations in many instances. Edmonton has also had to discontinue a lot of work they had mapped out, owing to money stringency. The railway contracting work has stopped completely, throwing a great many men out of work, which has, of course made a great difference to this part of the country."

* * *

NICHOLLS & DILLON, LTD., Castor, Alta.—"We have about a three-quarter crop in this district which at the prices prevailing make the farmers better off than most years. The district to the south is not as good owing to the dry weather in the summer, but taken all round conditions should be good in this district."

* * *

From VICTORIA, B.C., comes the following:—"Business in this community is well below the average for 1913. We do not notice that since the outbreak of war business has been very appreciably quieter, although it has undoubtedly made some difference, the present conditions are due principally to the general financial depression."

* * *

A Good Future.

The W. W. COOPER & CO., Swift Current, Sask.:—"We find the grocery business fairly satisfactory, in other lines fairly quiet.

"We are doing everything we can to assist the farmers here, always have in fact, but we are striving still harder this season owing to the circumstances in which the farmer finds himself. Crop conditions in this district have been poor. Many of the farmers have enough seed for next year, while many more will have to depend on Government aid to get seed. What grain, i.e., wheat, that has been grown and marketed here, has been of excellent quality and color; very few oats or potatoes here this year.

"The war has affected this district in the way of tying up building and local improvements; if this had not happened the loan companies and the banks would have loaned money, whereas neither are doing it now. The local government have put on gangs doing road work in order to assist the farmers to get some ready money.

"The writer has been advocating that the government take immediate steps to secure seed wheat in this district and store same, so as to save the freight both ways as well as get clean seed. Experience has been in other places in the past that where seed had to be shipped in there was foul seed to a great extent.

"On the 13th of September there was a very heavy snow storm and rain, which has put the land into better condition than it has been for over two years. Then again, yesterday and night before it rained almost continuously. This moisture almost insures a good crop for 1915, and, therefore, gives rise to the writer's opinion that next year and the following years this country will develop as never before."

* * *

THE HUDSON'S BAY Co., Edmonton, Alta.—"To date our business particularly in grocery in provisions, has, so far this season, been exceptionally good and I expect these conditions will continue.

"With regard to the enquiry as to what effect the war may have had on the business, I might state that so far as the above mentioned lines are concerned it has only served to stimulate the demand in this line."

* * *

CONDITIONS in Battleford, Sask., are given by Cluff & Wright as follows:—"Eighty odd men left this town for the front and this has affected town business; the farmers are busy threshing the best crop they have had, so we expect fall business to be A.1. The farmers are aware of the splendid opportunity they have with high prices for everything they can produce and we reckon the West is on the eve of a big prosperous time based on actualities—not real estate hot air."

* * *

FORSYTH, JR., Dartmouth, N.S. —"Trade for August and September was better than it has been since 1908. Profits, however, would bear some improvement."

* * *

C. H. BURTT, Fredericton, N.B.—"The general opinion just now, is that money is scarcer than usual which would be the natural thing to expect after the excitement when the war first started; but the dealers here as a rule have not changed prices very much except on

The replies published herewith were sent in by the trade in response to the following letter:—

"How do you find business in your community?

"We are hearing so many opinions from people who don't know anything about it, we would like to hear a few from some who do. In many sections the War has not affected business to any great extent. We are writing a few dealers in each section of Canada and would appreciate a brief report from your district."

CLOSE WATCH ON CREDITS.

S. G. Freeze, Calgary, Alta., writes:—"We do not notice any great change in business conditions between last fall and this. There is a certain stringency of money in the city, but personally we are fortunate enough not to feel the effects so much as others do, according to their reports. We have been for some months past shortening our terms of credit, and insisting on prompt settlement of accounts, and carry no account beyond a monthly settlement, under any circumstances. This has helped us a great deal financially, and we think that if other merchants doing credit business were to follow the same iron-clad policy, there might not be so general a wail about financial conditions."

flour, sugar, cream of tartar, etc., which we could not help as stocks carried usually in these lines are not large.

"Quite a number of articles went away up at wholesale and then came down again; but we never changed our prices, which seemed to reassure our customers to quite an extent and now there is very little said about the war affecting prices as we do not mention it as affecting them if we can help it. Business has not been as good this year as last, from the very first, due no doubt to the fact that there has not been so much railroad building and public works going on."

* * *

A MERCHANT in Sydney, N.S., writes:—"Speaking generally of conditions in this district they are quiet. The steel plant all but closed down soon after the war started and laid off a large proportion of their employees. The collieries of the Dominion Coal Co. have also had a good many idle days. Of course when the men do not work they get no pay—the money is not in circulation and business is quiet as a natural consequence. As far as we can learn conditions are improving with both companies. The Steel Co. have been gradually taking on more men and the expectation is that before long they will have as many men employed as before the war started.

"There have been practically no failures since the war and business goes along much the same as usual. A good many have cut down their staffs and also the wages of the employees retained. We, personally, have been considering it for some weeks but so far have taken no action.

"The country people have good crops and prices are good for anything they have to sell..

"We think this covers the ground pretty well as our standbys in this locality are steel and coal. If the Steel Co. get some good big rail orders it will mean good business. If they continue quiet we will have to go along carefully.

"One of our local papers roasted the retailers pretty well at the start of the war and we read your articles in this subject with much interest.

"We think the papers did the retailer considerable harm. In our case, anyway, they did the consumer no good. The ground we took was that if we were to have the name, we would also have the game and it made us feel like trying to get a little extra profit for the abuse we were getting."

* * *

B. H. TURNER, Little Current, Ont.:—"Manitoulin Island has harvested the best crop in its history. Live stock is a big item in our products and the frequent rains have kept the pasture unusually good particularly in the open and unfenced properties. The cattle are in excellent condition and bringing top prices. The oat crop is very heavy and of good quality and with present prices will bring a big return to Manitoulin farmers. The potatoes exhibited at the various fall fairs are the finest ever seen here and the yield is enormous.

"The agricultural parts of the Island will certainly benefit by the high prices brought about by the war conditions. Business men all report a fair increase over former years. The winter lumbering will be slightly lighter due to tight money and prospect of low lumber market next year. Along the north shore of Manitoulin those depending on the tie trade will feel it most as there is no market for ties.. This will be a considerable hardship to many of the Indians as they depend on this work for their winter supplies. This will have a corresponding effect on merchants who do the supplying. No business depression has yet been felt in Manitoulin. Merchants generally were well stocked before the rise in prices and are not taking advantage of present conditions to exact unreasonable profits."

* * *

Lumbering Business Quiet.

WRITING FROM Kenora, Ont., one dealer says:—"One of our chief industries is lumbering. This line is at a standstill. Mills have ceased cutting some time ago and their winter operations will be light in the woods. This being a divisional point on the C.P.R., many men are employed in various branches of the railway, the movement of grain has made traffic much better and will cause the circulation of some cash. Generally speaking trade is much quieter than a year ago at this time, and some branches of business feel it more than others, particularly fancy goods and men's furnishings. However, I think there is a better feeling than a month ago."

* * *

A CORRESPONDENT writes:—"Business in the towns around Regina, Sask., is better than in some parts of the province as the crops in the vicinity are fair and the prices realized this year are much in advance of the past two years. One drawback to business activity is the tendency of farmers to store their grain and hold it in anticipation of higher prices."

* * *

ROBINSON BROS., Leamington, Ont.:—"Our sales for August, 1914, were far ahead of the sales of August 1913. This we expected would make quite a difference in our business for September but it was equal to September 1913, as a little better, so that under the circumstances we are more than satisfied."

(Continued on page 35.)

FISH TRADE HELPS BUSINESS.

W. P. Crosby, Yarmouth, N.S., says:—"As a whole in Yarmouth and vicinity business is very good. Of course money is tight here as elsewhere. But situated as we are, our factories are all running nearly all full time, our farm crops are good, and fruit crops also. Farm products show good prices. Fall apples and soft fruits are low in price but winter fruit will be better. Our fisheries are good and there is an open market to the United States with only 16 to 18 hours to market and prices are good. As our fisheries are a big thing for the whole province of Nova Scotia and especially for Yarmouth, it keeps business very good.

"Personally my business is as good as usual at this time of year. Collections are very good as a whole. With prices easing off now. I expect business to get normal before long.

"Trusting this will be of use to you and always looking for the good things in Canadian Grocer.

CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President

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PUBLISHED EVERY FRIDAY.

TORONTO, OCTOBER 16, 1914

Good Work of the R.M.A.

THE RETAIL Merchants' Association is doing a good work in endeavoring to insist that the daily press respect the rights of the retail dealer. Nine times out of ten when a retail question is discussed by the public press, ignorance is displayed on merchandizing questions which places the dealer in an unfair light and prejudices the consumer against him without just cause.

The merchants' association made a splendid point when it demonstrated that the retailer was the man who made or unmade the success of the campaign of the national advertiser in the daily papers. No one will criticize any paper dealing with a subject fairly and squarely. If the dealer is in the wrong, it is only right and proper that he should be placed under fire, but in the majority of items criticizing him that have come to our attention, absolute ignorance has been displayed.

The whole trouble with the big newspapers is that each vies with the others to catch the popular ear and eye and regardless of the foundation of fact and with no attempt to corroborate their assertions, they print the most unfair and unfounded statements. The Retail Merchants' Association caught one of them red-handed giving free advertising to a householders' league, which almost looked as if the paper itself were behind the proposition. At the same time this paper was soliciting paid advertisements from members of the association.

It goes to show that vigilance is required all the time if the retailer is to get a square deal. The Merchants' Association can do no better work for its members than to see that this campaign of creating prejudice against the honest and necessary retail dealer is discontinued.

That Western Moratorium

THERE IS an old saying that bad news travels fast —which is very much of a truth—and it might be said further that the further it travels the worse it usually gets and that too, would be very much of a truth. When there is something in the nature of a moratorium declared in Western Canada on account of the effect of the war on the financial and business situation, the news was not long in getting to Eastern Canada. It traveled fast ,became distorted as it came until the East heard all sorts of wild rumors that there had been legislation suspending the payment of all obligations and that the business system had practically been disorganized.

Let us get at the facts. It is true that there has been something in the nature of a moratorium passed. In Saskatchewan there has been special legislation enacted at an emergency session of the legislature which protects the interests of the men who have gone to the front. There was nothing like the application of a general moratorium considered. Such a course, it was believed, would injure more than help the country.

Another step which has been taken has been to further protect the interests of a property owner who may not be able to pay his taxes by giving additional time to meet payments. Under the new conditions, cities and towns must hold a confirmation of taxes on the 15th of September for the previous year and six months from that date if the taxes have not been paid a sale can be held and the property disposed of. But when the owner has eighteen months in which to redeem his property by paying the taxes in full and paying ten per cent. on the amount paid by the purchaser at the tax sale.

A Sign of Western Progress

THAT WESTERN CANADA is waking up to the advantages of real trade is becoming more and more evident every day. With the passing of the subdivision boomster the oil share and lease manipulator and the black fox visionary, the eyes of the people are being turned to the advancement of commercial enterprise along more substantial lines.

Among these the development of the live stock industry is beginning to take a large place. In a number of leading cities, such as Calgary, Edmonton, Saskatoon, Prince Albert and in Regina the establishing of stock yards is claiming much attention and their active operation is only a matter of a short time. In Regina many of the business men

have visions of a new Chicago and are endeavoring with their best efforts to make the vision a reality. That the city is well located for an industry of that kind is quite evident. With its 13 branch railway lines radiating in all directions it certainly has the facility for gathering large supplies of stock. A start has already been made, about one dozen good, large, warm barns having been provided for the animals. Proper cattle runs leading to platforms, etc., have been erected and things are getting rapidly in shape for the handling of stock. In the West the consensus of opinion is that the live stock industry should be developed inasmuch as present conditions will greatly increase the demand.

Cattle breeders' associations have already petitioned the provincial Government to take steps with a view to providing stockyards, packing houses, etc., to encourage the raising of live stock. Regina has in a large measure filled the gap and provided excellent grounds for the purpose.

The city is prepared to develop the industry to its utmost, and if necessary will devote an entire half-section of land to the purpose. It is expected that with these advantages packing plants will locate in the city as a supply of live stock would always be available.

Sugar in 1911 and To-day

BEFORE THE WAR the price of sugar on the Montreal market was $4.45 per hundred pounds. To-day the same sugar is $6.75—an advance of $2.30 per cwt. or almost 2 1-3 cents per pound.

There is no gainsaying the fact that this is a substantial increase in two months and a half. An analysis of the situation is, however, quite interesting . Had it not been for the war tax, which in itself meant an advance of 70 cents per hundred, sugar on the Montreal market to-day would have been only $6.05. The last year of high prices was in 1911. In September of that year the market advanced to $5.95 on a Montreal basis, so that the price to-day with a vast European war to influence it, is only 15 cents under the market of 1911. Until the advance of 50 cents which went into effect on Saturday last, the price of sugar was much below the high level mark of three years ago. At that time the cause was due to a genuine shortage of raws, whereas to-day the trouble lies in the fact that the sugar beets of Europe are not finding their usual markets on account of the hostilities. The results are the same. Even if there be a large crop of beets in central Europe, it does not help the situation any if they cannot be carried to where they are needed—and that is just the situation to-day. Raws must be obtained elsewhere and competition for them is naturally keen.

Those who have been following the sugar markets in Canadian Grocer since the first of August will not be surprised at the series of advances. Our forecasts have been borne out in every case. It demonstrates the value of the weekly paper in posting the trade on coming events, and shows also the necessity of studying the market situation with every care.

98 Cents on the Dollar

ONE OF THE minor results of war conditions has been the charge by the banks of a discount of two or three per cent. on United States paper money. A number of Canadian stores have followed suit by deducting two cents from every dollar bill presented by an American customer. This depreciation in value is due to the inability of the United States Government to redeem the notes in gold. The same course has been followed with Canadian bills in many cities across the border, and in some the discount has been much higher. It may be said that the latter action justifies the former, but in reality the course taken by United States merchants cannot be held a criterion for Canadian business. It is a more logical proceeding to follow the decision of the banks, whose action is by no means arbitrary, but is simply a common-sense business proceeding. And yet we believe that the merchant may find it to his advantage to consider his own step from a separate point of view, from its effect on his own business. We have come across several instances where a United States visitor resented the "depreciation" of his paper currency and it is probable that many sales have been lost through this blow at the pride of a proud people. Most of the goods that are bought by visitors to Canada at this time of year, such as furs, fancy goods and various novelties, are capable of absorbing that 2 per cent. discount, and thus retaining the good-will of an ofttimes generous spender. At the most it will not be long until the United States dollar regains its hundred per cent. value, even with the banks. The broader question of the recognition at par of Canadian notes in the United States can also be left to right itself as soon as gold becomes available for their redemption.

Editorial Briefs

CANADIAN GROCER'S Fall Number makes its bow on October 30.

* * *

BEANS ARE CHEAPER—in this we have one good reason to be thankful.

* * *

SUGAR, IT WOULD seem, is evidently trying to climb out through the roof.

* * *

THE DEALER who advertises goods not in stock is committing business suicide.

* * *

ROBBING PETER to pay Paul—selling an article at a loss and making it up on another.

* * *

THE CANADIAN farmer with his high prices this year is surely the King of the Castle.

* * *

BUSINESS IS just as good, and in many cases better than last year, in the agricultural districts.

* * *

GET SUGGESTIONS from the salesmen. See that they turn in something for consideration every week.

* * *

WITH THE COMING of the cooler weather, the retailer should see to the display of appropriate lines.

* * *

THERE IS NO room for the man who is afraid in times of temporary trouble—then is the time he shows his true mettle.

* * *

THE MAN WHO is considering going into the grocery business should make sure there is room for him in the district where he intends to locate.

* * *

THE GOOD THINGS for the Fall Campaign Number of Canadian Grocer continue to come in from merchants and clerks in all parts of Canada.

The Work of Another Grocery Clerk in 1871

Interesting Story of Man Who Began His Career in Canada at a Fishing Post on the Atlantic—How He Came Inland and His Development Into a Wholesale Grocer.

Written For Canadian Grocer by "Another One Who Knows."

I HAVE read with considerable interest the Dairy of an English Grocery Apprentice in your issue of 2nd inst.

Having once myself been "through the mill," although never apprenticed, I wish to congratulate the English apprentice on his good luck; indeed he should be very thankful for the opportunities he had of becoming expert in the grocery business.

My experience is vastly different to the above. Coming to Canada at thirteen years of age with a relative in whose care I was entrusted, the spring of 1869 found me stationed at one of the fishing posts near the Gulf or St. Lawrence, in the employment of the above named relative, who conducted a general store, bought fish from the fishermen, etc. My duties of cook, housemaid, clerk, bookkeeper, yardman, etc., were performed in the summer from 4 or 5 a.m. until 9, 10 or 11 p.m. In winter, cutting, hauling and splitting firewood with the usual household duties, besides waiting on a few customers at the store was all there was to do.

The autumn of 1871, after a troublesome passage to Quebec in the hold of a small schooner whose cargo was dry codfish, found me in a fairly sized Ontario town, where employment was found for me in a grocery store conducted by a man of sterling integrity honest and upright in all his transactions. It was my good fortune to be admitted into his home. Many are the pleasant memories of the kindness shown a poor boy by this gentleman and his devoted wife, who treated me as one of themselves, and whose kindness shall never be forgotten by me. We separated in 1876, but we remained staunch friends until last year, when he was called to his reward.

Early Work in Grocery Store.

I was engaged by this gentleman "to make myself generally useful." I found this to be not only of very wide but of very elastic application. The shutters were taken down by me at 7 a.m., and I was not allowed to put them up until 9.30 p.m. or later. Friday evening was generally devoted to preparing for Saturday's trade, by filling up the drawers with sugar, currants, raisins, etc., and weighing and putting up such articles as were sure to be asked for during Saturday's rush, which seldom ended before midnight. I was clerk and bookkeeper; I polished the family shoes, attended to a cow, planted seeds and otherwise helped in the gardening, attended to the winter fires and delivered the goods from the store with a handcart, or carried them on my back, until after a few years a horse and wagon was secured, much to my delight. Notwithstanding all these, the example and training shown me by my employer have been of great value ever since.

During our spare moments we amused ourselves making paper bags, which, by the way, were not in such general use as at present. Granulated sugar as now sold was unknown in those days. We sold "Crushed A," which was full of lumps and rather moist, at 15c per lb., or 7 lbs. for one dollar. Brown sugar was 12½c per lb. Japan tea was almost unknown then; the demand was principally for Moyune Young Hyson at $1 per lb., but Gunpowders, Twankays, Imperials and Ping Sueys were also kept on hand. Tobacco was very cheap then, 5c per plug. Eggs sold around 10c per dozen, butter from 12½c to 15c per lb., while 25c was asked for a first-class pair of chickens. Geese 40 to 50c each and turkeys 60 to 75c, all nicely drawn and dressed.

Some Things Dearer Then.

On the other hand, I have sold plenty of coal oil at 60c per gallon, and nutmegs at 10c per doz. The very cheapest brown soap was 10c per bar. It was not wrapped in those days, neither was jewelry, etc., given as premiums. Baking soda was 10c per lb., while green fruits were considered out of reach of anyone but rich people. Bananas were unknown then. Pineapples were 75c each, oranges 5c each. They were not sold by the peck in those days. Strawberries sold from 12½c to 15c per quart, but raspberries were cheap. Children were glad to pick a few pails at 50c per pail, but they are too high-toned now even to pick any at double the money. The only baking powder was W. D. MacLaren's "Cook's Friend," and when cocoa was mentioned "Epps" was the only kind. No one ever heard of any other gelatine but Cox's in those days. No canned fruits or vegetables were packed in Ontario except a very limited quantity by one W. W. Kitchen at Grimsby. We generally imported from Baltimore, Md., but the demand was small. There were no predigested cereals—the good old-fashioned oatmeal, put up in barrels, filled the bill.

Syrup and molasses came in large barrels and hogsheads and were measured from them. Now-a-days people want them in small tins nicely labeled and packed in nice cases, all of which are thrown out when empty. And then complaint is made of "the High Cost of Living."

Now Wholesale Grocer.

The spring of 1876 found me in the office of a firm of wholesale grocers who engaged my services for three months, on trial. I exerted myself to give them satisfaction, fearing that at the end of that time I should be asked to beat a hasty retreat. They never expressed themselves as being satisfied, but as the said retreat did not take place for twenty-four years afterwards I assume that my services must have been satisfactory. During these years I embraced every opportunity to become familiar with every detail of the grocery business, but whether I have succeeded or not I cannot for various reasons enter into the question at present.

ARE YOU A PIONEER GROCER?

The article published in the issue of October 2 and the one herewith, are illustrative of most interesting history of earlier days in the grocery business. The former showed lucidly just what the Old Country apprentice had to go through to become a full-fledged grocer. The latter demonstrates the sort of school-of-hard-knocks the youth in Canada had to attend in the early days of the grocery trade in Canada.

There are many other grocers in this country who have had somewhat similar experiences. Canadian Grocer would appreciate hearing from them with these experiences. Write us a letter telling of pioneer days. These histories are not only of interest to the man who has gone through the mill, but to the one who belongs to the present age. Comparisons are almost always interesting.

Suggestions for Autumn Windows



Display below was shown by a Brandon, Man., firm a year ago for their Thanksgiving trade. A few changes would make it appropriate to-day.

Above window shown last year by a Toronto grocer presents some good suggestions for a fruit and vegetable display now.

On the left is a splendid vegetable and fruit trim that could well be duplicated before the end of the season.

Grain Growers Couldn't Buy From Wholesaler

Western Canada Association Asks Eastern Wholesaler for Catalogue, but it Was Not Sent — Reply of the Wholesaler — Some Good News for the Retailer.

MANY attempts have been made these days to score a march on the legitimate channels of trade, on the part of consumer organizations, and to get in on the ground floor in the purchasing of supplies. A certain Grain Growers' Association of Western Canada has written an Eastern wholesale grocer that it has decided to buy groceries wholesale and to distribute them among its members, and asks quotations on a car-load and for the price list.

This reminds us very much of the Grangers of years ago who sought by exactly the same methods to cut off a little of the household expenses, forgetting entirely the harm such action would do to their own community. The same has been tried from time to time ever since but there always came the little flutter and then the inevitable death of the proposition.

The retail trade of the West as well as of all Canada will be pleased to know that this wholesaler refused to quote prices or to send the catalogue. Instead he wrote this letter:

"It is contrary to our rules to sell to your association, and therefore there would be no object in quoting you prices. We do not sell consumers, either individually or collectively, when organized as buying concerns. We are believers in the established channels of trade as the most economical and satisfactory in the interests of the public, and are opposed to consumers organizing for the distribution of goods, for which they are unsuited, just as we are opposed to consumers organizing for the purpose of growing grain for themselves, for which they are equally unsuited.

"We enclose you a copy of an editorial which appeared in one of our trade papers on this question, and which we think will afford you good reasons for reflection before you adopt a policy so ruinous to the farming interests.

"Regretting that under the circumstances we cannot quote you, we are, etc."

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Why Trade Should Stay at Home.

It is interesting to note that the article from the trade paper sent to this Grain Growers' Association appeared some time ago in Canadian Grocer. As many readers of the present time may not have seen the article in question, it is reproduced herewith:—

"We publish on another page of this issue correspondence between the representative of a number of citizens, joining together in a country town to buy goods at wholesale prices, and a wholesale grocery house. The wholesale firm refuses to send a catalogue or sell to a combination or consumers associated together for the purpose of buying goods at wholesale prices, and takes the ground that the retail merchant is necessary under the conditions of modern commutual life, and that the consumer, ordering goods from a distance, impairs the standing and usefulness of the local trade.

"The position taken by the firm is, in the opinion of Canadian Grocer, sound, and we would like to impress it forcibly on our readers. If the foundation of a community is really commutual or reciprocal, as the name implies, then the members should carry out the principles and conditions which bind them together as a community. The doctors, lawyers, dentists, clergymen and other professional men, as well as mechanics and officials and those who may have retired into private life, get their incomes, as a rule, entirely from the locality in which they live. Should they not reciprocate by spending that income among the people of the community from which they receive it?

"Even the farmer, under advanced modern conditions, gets his revenue, if not all, certainly the most profitable part of it, from the community in or near to where he lives. These are the parties that send away from home for their most expensive things, and in this way so impoverish their local merchant that he cannot afford to keep the best class of goods, and consequently the character and usefulness of his business is greatly impaired, and he is forced to charge more for the goods his customers are obliged to buy from him.

The Retailer a Necessity.

"There is certainly nothing commutual about this. When these same parties want a pound of nails or a spool of thread or a pound of sugar, or perhaps a rake or a hoe, what a panic there would be if there were no retail stores to go to! The retail merchant is, unquestionably, a necessity, and it is equally true that when he is put out of business the place goes to ruin. The heaviest taxpayer ceases, and the municipal corporation will look in vain to the large stores where her wealthy citizens send their money for supplies. Every community should take a pride in itself, and the members should loyally support those institutions that give character and stability to the place.

"The business activity of a town or village is the best evidence of its importance. Prosperous business means a prosperous place surrounded by prosperous farmers, and establishes a standard of values that give a conscious feeling of importance and satisfaction to every surrounding. In such a place the retired farmer, or citizen of whatever class, would prefer "to husband out life's taper at the close, and keep the flame from wasting by repose," instead of leaving, as they do, a wretched looking town or village for the turmoil of a large city.

"The town or village where business is stagnant and where the citizens send away for the cream of their requirements, is dead. Dead socially, financially, intellectually. The citizens lack confidence and interest in each other. They do not co-operate. They do not reciprocate. They cease to be enterprising; overlook the rights of their neighbors and neglect to look properly after their own; in short, become slovenly and careless and degenerate into conditions in which no person of taste, refinement, culture, enterprise or ambition would care to live. Who pays their taxes; keep up their churches; manages their Sunday schools; arranges their social entertainments; visits the sick; helps the needy or looks after the poor? Certainly not the big concern at a distance, to whom they send their money.

"No individual or institution can be healthy or prosper if starved. Starve the retail trade and you weaken and destroy the most vital essential in the life of a community. Starvation does not necessarily mean the absolute stoppage of all sustenance. The process can be carried out by degrees, and by sending away for their most profitable goods, the citizens of a town or village can gradually starve to death the retail business and destroy the life and prosperity of any community."

WHY STORE CLERKS GO DIPPY.

First Shopper—It's so hard to find just what you want.

Second Shopper—Yes, especially when you don't know what it is.

Tea Men Facing Problems of Supply

Japans and Ceylons Hard to Secure—German Cruiser Emden Has Effect of Raising War Risk on Indian Tea—Interesting Talk on Possibility of War Tax on Tea—Shipments Are Cut Off.

MONTREAL, Oct. 15.—The problem of supply with the tea dealers is taking on a serious complexion. The latest information on the Japanese situation as given by Furuya and Nishimura, is to the effect that no more tea is to be had of any grade, that teas have practically all been shipped. With the Japan supply cut off in primary markets, and extreme uncertainty as to what is being and what will be shipped from Ceylon and India, the tea situation in Montreal, if not acute, is becoming almost as interesting as when Great Britain placed an embargo on tea at the commencement of the war.

Teas of all kinds are extremely scarce. Large quantities have been damaged in Japan by storm and flood; there are large quantities available in India and Ceylon, but difficulty is experienced in getting hold of them. The German cruiser Emden has, to date, sent 7,000,000 lbs. of tea to the bottom of the ocean, and the situation has become so serious, the war risk was raised last week to 15 per cent. There is also vague reports contained in cables from England to the effect that the embargo may be replaced on tea.

Small Stocks Available.

One Montreal broker states that there is not enough black tea in Montreal to last over two months. He had just been approached by a Montreal tea man who had been all over the city looking for Japans, and had offered 3½c per lb. over his purchases of the early days of September. He was unable to secure supplies at his price.

A similar situation exists in the market to that of 1878, when teas advanced 11c per lb., due to a report that two steamers travelling around the Cape of Good Hope had been lost. They later turned up, whereupon the market dropped to its former level. The situation is now liable to be worse if the menace of this German cruiser is not removed from the Indian coast.

While brokers in Montreal agree that the situation is becoming serious again, there is no undue anxiety to make purchases. One dealer declares that he has all the tea he wants, while another gives the impression that he is " between the devil and the deep blue sea.". Few Ceylons are being offered to wholesalers at less than 23c, and then only in small quantities.

With Japans, the difficulty is to get stuff at saleable prices. Plenty of high-price stuff is being offered, but Quebec is a low grade market. Here and there, tea at very small figures is being offered, in small quantities.

Supplies from Indian and Ceylon have been coming through London, but little is known about those coming direct via New York. Considerable tea was being sent on German bottoms, which must have been captured, and are out of the running. Take the S.S. "Freienfels," which was to sail to New York about August 12. Under ordinary arrangements, she would be here about now. No one can say when this tea will be in.

War Tax Talk.

There is renewed talk among brokers of the possibility of a war tax being imposed by the Canadian Government on tea. A prominent broker, who seemed to have pronounced opinions on the subject, said he was convinced that a war tax would be imposed before long. It was an easy tax to collect, he said, and would not be felt seriously by any one class. It was the cheapest drink, even though a good sized tax was placed on it.

PRIZES OF WAR.

How the Empire's Sea Power Is Adding To Its Supplies.

Two big German lines whose valuable cargoes were lately discharged at the London, Eng., docks are a very good illustration not only of the value of sea power, but of the extensive additions to the food and general supplies of the Empire which these captures have provided. The two ships referred to, which form only a small proportion of some two or three hundred captured, are the Hamburg-American liners Kronprinzessin Cecilie and the Adalbert, of 8,600 and 6,000 tons respectively.

Both of them, as it happened, were homeward bound—the one from New York and the other from Philadelphia—when the outbreak of war prevented them from reaching Hamburg and put an end to their careers under the German flag.

From the capacious holds of these two vessels thousands of bushels of wheat and innumerable bags and barrels of other consumable stores have been discharged.

Valuable Foodstuffs.

The white ensign placed above the German flag in the stern of the Kronprinzessin Cecilie told its own tale. The ship had passed into possession of the British Admiralty, and had a prize crew aboard.

There was food enough in this ship alone to keep a fair-sized town going for weeks. Her manifest included no fewer than 39,600 bushels of wheat and 1,370 barrels of flour, to say nothing of barrels of beef, groceries, biscuits, canned foods, egg yolks, and lard.

Some 350 tons of lead in the Kronprinzessin Cecilie may or may not have been intended for conversion into German bullets. More valuable, however, as loot must be accounted 280 tons of copper in bars, alone constituting a valuable prize. Then there were hundreds of barrels of lubricating oils, much machinery and hardware, many cases of typewriters and cash registers, much wood and wood pulp, hides, rubber, tobacco, boots and shoes, steel and galvanized sheets. An item suggestive of the ship's destination was thirty-two tierces of sausage skins.

The Prinz Adalbert.

The Prinz Adalbert is one of seven "Prinz" steamers built by the Hamburg-American Line in 1901-3, and is classed as a 12-knot boat.

Her cargo, as discharged in the West India dock, revealed a very large proportion of foodstuffs. The biggest item was 56,000 bushels of wheat. In addition there were 2,000 bags of flour and over 5,000 bags of grain, so that in respect of this section of her cargo the Prinz Adalbert even surpassed the Kronprinzessin Celilie.

Other contributions to the importance of the Prinz Adalbert's cargo included a total of 10,395 pigs of lead and hundreds of barrels of oil. She also had in her holds a large quantity of oil-cake, fibre, leather, hair, feathers, wood, asphalt, and many other articles of commercial consequence. The packages in many cases ran into thousands.

The cargoes of the two vessels will be sold, with the exception of the lead, which the Admiralty have commandeered with the idea of exporting it in due course to Germany as English bullets.

Donald McLean, London, Ont., manager of the London branch of the E. B. Eddy Company for the last fourteen years, has been appointed manager of the Toronto branch, his son, Allan M. McLean, of the London branch, succeeding him there.

A Practical Issue for Every Member of the Staff

THE clerk who interests himself in his employer's success, succeeds himself.

The employer who encourages the clerk to take more interest in the success of the business, is building up the fortunes of two—himself and the clerk.

In the Fall Campaign Number of Canadian Grocer which will be issued to the trade on October 30, the merchant and the clerk will find a wealth of ideas and new methods for the building up of a retail business which will mean more money to both. The practical character of the articles and illustrations insures this. The methods and ideas described and illustrated have all come from Canadian dealers—their practical character is absolutely assured.

When the dealer has read his copy of the big Fall Campaign Number, see that it is passed on to the clerk. Encourage him to read it. It will make him a better salesman, a more careful assistant, and more valuable to you.

* * *

THE Fall Number will be crammed full of articles that the clerk will appreciate. The window trimming feature will be particularly advantageous. There will be reproduced some of the best Christmas goods windows that have ever been shown anywhere in the world. They demonstrate that Canadian dealers and their clerks occupy a most envious position as display artists.

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IN an article from an Ontario merchant who describes how he introduces new goods to the public, is told the story of the valuable co-operation of the clerks. When a clerk goes to the trouble of determining personally which is the most satisfactory line of three to handle, both from a quality and profit standpoint, it gets him the good-will of the dealer and makes his success all the more rapid. An actual instance of this is fully described in this article. It is an inspiration for every clerk.

* * *

A CLERK in a certain store observed that the week-end trade was practically crowded into Saturday. This meant to the entire staff an unusually busy and trying day. He determined that there must be some solution to the difficulty and set about to discover it. To-day more than fifty per cent. of the former big Saturday business is done on Friday. The methods employed will be fully described in an article based on the growth of the business in question. This firm employ a staff of 19 and do a business of some $100,000 annually.

THE "Store Kinks" alone will be most valuable timber for any clerk who is anxious to improve the business of his employer. Editorial representatives have scoured the country from the Atlantic to the Pacific for practical ideas which, though small in appearance, have added considerably to the turnover and profits. This collection will be found of great value to every ambitious clerk as well as to every merchant. Study the "Kinks," improve on them and discuss them with the staff.

* * *

SOME of the finest store interiors that can be found anywhere in Canada will be reproduced in the Fall Number. In these there are inside display suggestions for every clerk and dealer. No expense has been spared to obtain them. They illustrate the high character the grocery store of this country has attained, and are inspirations for every one connected with the trade.

* * *

THERE will be an interesting story of how a young man years ago left the farm because the price of beans soared too high. It was war time back two or three decades ago which resulted as to-day in the price of beans going up. The story is one of more than ordinary interest and should be watched for.

* * *

FOR the man who is contemplating adding equipment to his store, there will be many articles of value. These give actual instances where dealers have either increased their business through the use of this equipment or where they have saved money by installing it.

* * *

THIS is, in brief, a number that not only every dealer but every clerk should study carefully. There is something in it to interest each man connected with the trade. The very fine advertisements already in, contain selling information invaluable to every aggressive salesman, be he dealer or clerk. Keep an eye out for the big Fall Campaign Number of Canadian Grocer. See that your copy reaches you. And when you have looked it over carefully, don't neglect to pass it along to the clerks.

October 14, 1914. THE EDITOR.

For You and Your Clerks

Consider a moment the time and thought spent in preparing the advertising in Canadian Grocer.

In our advertisements, big or little, the manufacturer or wholesaler has endeavored to compress the whole gist of the selling points of goods you are or might profitably be selling. He gives you the news of the trade in lozenge form, which, if properly digested, will mean larger sales and fatter profits.

As demonstrated by price fluctuations since the outbreak of the war, the progressive retailer and ambitious clerk, by carefully reading both the advertising and editorial pages of Canadian Grocer each week, keeps himself in closest possible touch with the trend of the trade and abreast with the most advanced ideas in merchandising, whether buying or selling.

In our Fall campaign and Christmas Goods Sales Number our advertisers will excel themselves in the informing and inspiring character of their advertising. Every one of the advertisements will contain the strongest selling points and latest information about the products of the advertiser.

Every Grocer who aims to get the most out of his Fall and Christmas business—Every Clerk who aims to increase the value of his services to his employer, will study this Number carefully from cover to cover.

We are attaching to this Number a string by which it can be hung up on a convenient nail for daily reference.

Study its advertisements and be a better posted salesman.

ADVERTISING MANAGER,
Canadian Grocer

October 14, 1914

A Frank Talk to Advertisers

We are disappointed every year over the way we have to handle some advertisers' copy who persist in holding back their advertisements in our Fall Number to the last minute. Don't disappoint yourself and us by repeating that mistake this year.

There never was a time when the retailer was more interested in buying the right things at the right price.

Never has the subscriber been so impressed with the immense importance to him of Canadian Grocer weekly markets and weekly advertisements as since the upheaval in prices beginning the first of August.

And owing to the splendid conditions in some quarters and disappointing conditions in others, never has the manufacturer or wholesaler had such urgent need to search out new business to interest new retailers in handling his goods.

Canada's crops taken on the average have been good. The prices being obtained will swell our national income to generous proportions. Are you getting your share? If you want your share, if you have the goods to deserve your share, tell the retail trade about them fully, frankly, openly, in a double page in our Fall Number. They want to buy right as much as you want to sell right. Our Fall Number enables you to get together. Don't delay. Remember over 5000 of the best retail grocers in Canada will study this Number carefully and will buy from you or from your competitor in accordance with their best judgment.

Our forms will close October 24th. See that your case is well presented.

Advertising Manager

RETAIL MERCHANTS ARE GETTING THE BUSINESS.

(Continued from page 25.)

Surprise for Blue Ruin Talkers.

A FIRM in Nova Scotia that does a jobbing business as well as retail writes:

"Our business I suppose is a fair test of the general conditions in this district. We do a jobbing trade with the surrounding towns of Westville, Trenton, Pictou, Eureka and New Glasgow. We have about 150 stores on our lists, and our own delivery in all these towns except Pictou, the total population is about 25,000, including Stellarton. Our teams drive five miles south to Eureka and Hopewell, three miles west to Westville, three miles north and east to New Glasgow and Trenton. So you see we occupy a central position. We also have a convenient delivery by tram car to Westville, New Glasgow and Trenton by the Pictou Electric Company, whose car barns and power houses are in Stellarton, and all cars start from here for east and west, and run through the principal business streets of the four towns; then, of course, the P. R. C. Railway junction is here with about 30 trains running east, west, and south. The Albion Coal Mines and Famous Allan shaft 1,500 feet deep which taps the largest seam of coal in the world, is located in Stellarton also. At Trenton three miles north is located the works of the Nova Scotia Steel Co., which I am told now are just commencing on an order for 300,000 shells for the war department. Of course these works have turned off a lot of men as the steel trade has been dull. This new work is giving new life there, in Trenton is also located the Eastern Car Works, which have a capacity of 30 cars a day.

"Everybody expects a good winter's business here. Our trade has not diminished since the war began, and I think probably the few who are talking blue ruin will be surprised when they look over their work of 1914 to find that the country is prosperous in spite of their prophecies.

* * *

JOHN HUNTER & CONS, Huntingdon, Que.:—"Business is good. We are right in the midst of one of the finest farming districts in the province, and the farmers have good crops this year, and are getting good big prices for everything they have to sell. While the war scare caused a little bit of a panicky feeling at first, things have again settled down to a good steady trade. We have had an exceptional year's business. On January 1, 1914, we closed our books and started on the cash system and it's great—nobody asks for credit and everybody pays cash. We hear some making a "poor mouth," and talking war all the time, but we keep right on. This is a time for courage and action not "blue funk" and panic."

* * *

A KINGSTON, ONT., merchant's reply is:—"I do not think the war has affected things very much only that people bought heavily the week of the war scare.

"August and September this year on our books is away below the corresponding months last year, but we blame this on the scarcity of all fruit. We do a large trade in this, handling many car loads.

Of course dealing in fruit like this works into sugar, spices, fruit jars and such like which we lose. However, perhaps it's just as well as most people seem to have fruit left over from last year."

NO DARK OUTLOOK HERE.

Karn Bros., St. Catharines, Ont., writes:—"We find business in this district very much up to the average.

"During August we had one of the best periods of business known to us, stimulated by the war scare, no doubt, although we discouraged people from buying large supplies.

"September settled to normal conditions again and money seems to be quite easy. Factories are all running in this section although some on shorter hours.

"On the whole things are very satisfactory and are altogether the very opposite to the dark outlook which was predicted at the beginning of the war. We are looking forward to a more prosperous future and are doing our utmost to attain that result."

* * *

Few Unemployed Here.

WRITING FROM Woodstock, Ont., a merchant says:—"We have not found business here affected much by the war so far. Up to the end of August our sales were considerably in advance of any previous year, but during September have shown some falling off.

"One factory here has been practically closed for two months but will resume operations next week. The others are mostly running on short time, though one of the largest is working day and night with largely increased staff filling war orders. There are practically no unemployed in the city."

J. McPARLAND & BRO., Gananoque, Ont.:—"This being a manufacturing town, there is no denying the fact that manufacturers' orders are not as numerous as they would like and much smaller than they usually are, and this accounts for the factories not running full time.

"It is also a very fine farming country. Farmers are all well off, have a good average crop and are getting good prices for it. Travelers tell us that things are fairly good throughout the country districts. Personally we have no fault to find."

* * *

A Decided Improvement.

JNO. McCORVIE & SON, Chatham, Ont.:—"Our experience is that immediately following the declaration of war, business was very much stimulated. Trade has now, however, subsided down to normal again.

"We find a decided improvement this year over last year in sales."

* * *

WM. RHODES, Brockville. Ont.:—"Re business conditions in Brockville, I am pleased to say they are fairly satisfactory. Building operations have been quite active during the summer, our factories are all running, some full time and others about five days per week, so that the amount of unemployment is only slightly above normal.

"One dry goods merchant told me that September was behind last year but I really have not heard any complaints from the boys in our line."

WINTER MAILS FOR ARCTIC REGIONS.

Ottawa, Ont., Oct. 14.—The Post Office Department has arranged for a winter mail service from Edmonton to Fort Resolution, Fort McPherson, and intermediate points, leaving Edmonton on November 25, December 29, January 30, and February 26. The service will be confined to letters of a weight not exceeding one ounce.

FOOLED THIS TIME.

The customer in the grocery store, having ruined his clothes, was hopping mad.

"Didn't you see that sign, 'Fresh Paint?'" asked the grocer.

"Of course, I did," snapped the customer; "but I've seen so many signs hung up here announcing something fresh which wasn't that I didn't believe it."

THE CLERKS' DEPARTMENT

CLERK ON THE WITNESS STAND.

How much would you get, Mr. Clerk, if you were your own employer?

How much could you afford to pay yourself if you signed the pay checks?

How valuable an employee would you consider yourself if you were the boss?

How hard would it be to fill your shoes if you suddenly departed?

Are you essential to the welfare of the store you work in?

Do you sell goods or just pass them over the counter?

Are you an ornament or just a member of the army of Mr. Dust?

What can you tell about goods that customers do not already know?

What do you do when there's nothing to do?

Do you think that each sale you make entitles you to a vacation?

Does your employer regard you as an asset or a liability?

If you record all your qualities would the ledger balance?

Do you deserve more than you get, or get more than you deserve?

Do you hold the long distance loafing record?

Is your mental energy used in dodging work or in creating work?

Are you a producer or just a pay-drawing machine?

Do you know yourself better than others know you?

Can you tell how your own wheels revolve?

Did you ever carefully study your own motives or actions?

Are your words and actions the result of a definite plan?

Stand off a distance and size yourself up. Do you admire the chap who spends your money?

FACTS ABOUT THE OYSTER.

As a matter of interest there is but one species of oyster along the eastern coast of North America. The western coast has at least five species, but only two of these are of importance, and these do not compare with the eastern shellfish. Thus it is apparent that a Blue Point, a Providence River and a Chesapeake Bay oyster are one and the same thing, so far as species is concerned. The difference is merely a matter of environment, a difference in food supply and conditions in growth.

The noted Blue Point comes from the Long Island shore, from what was once the little town of Blue Point, off which the beds were discovered. These oysters were of handsome shape and extra appearance, and at once commanded fancy prices. It was only a matter of time when these and neighboring beds would be worked out, and then it was found necessary to resort to "seeding" or "planting"—that is, covering the beds with young oysters from other localities.

The oyster is rich in phosphates, but is almost entirely lacking in fat-making, muscle-building material and those elements which go to make up physical force and vitality. While it is wholesome and easily assimilated, the actual food value of the oyster is not sufficient to rank it with our great food fishes—the cod, haddock, mackerel, etc.

DO'S AND DONT'S.

Do's.

Do have your window thoroughly cleaned before starting to dress it.

Do think out the leading articles to be shown.

Do make a plan in your mind—if not upon paper—as to how the most important goods shall be exhibited.

Do notice every grocer's window you pass, and try to improve upon it.

CONTRIBUTIONS PAID FOR.

Clerks are invited to contribute to this page. In the past few weeks several have been making a little extra money by sending in evidences of the Selling Power of the Dealer and Clerk. Each one of you almost every week is boosting the sale of some particular line by using salesmanship methods. Send in a contribution on how you sold a quantity of any line at the regular price. Every article published will be paid for at our regular correspondence rates. Others are taking advantage of this offer, why not you?

Do select your articles that are seasonable—fruit before Christmas, brushes in spring, preserving sugar (under glass) when fruit is ripe, etc.

Do specially exhibit articles that are profitable.

Dont's.

Don't think because a window is full of goods it is properly dressed.

Don't consider that window dressing is an unimportant part of business education.

Don't expose perishable goods more than is necessary.

Don't spend more time than is requisite in window dressing. Remember, time is money.

Don't make the fact of your dressing a window an excuse for all the shop being untidy, so that if a lady enters the premises your counter has to be cleared before you can attend to her.

Do your level best, and, whether you have sunlight in your window or not, Don't Worry.—Grocers' Review, Manchester, England.

THE ENCYCLOPEDIA

PEANUT BUTTER.

Peanut butter is one of the comparatively modern foods which was introduced as a novelty and which now commands a large sale. To prove that fact figures are submitted to show that during the year 1911 alone there were 1,000 cars of the shelled nuts, or 1,000,000 bushels devoted to the manufacture of peanut butter. This shows the extent to which the business has grown. It is really a very simple preparation, consisting of fresh roasted nuts, finely ground and salted to suit the taste. The volume of business has resulted in very elaborate machinery being devised for the rapid handling of the nuts. Peanut butter was first manufactured as a food for invalids but the growing popularity of vegetable foods among certain classes soon led to the product coming into general use. To produce first quality goods it is essential that raw materials of the highest class should be used but just as important is the necessity for the employment of sanitary methods.

CURRENT NEWS OF THE WEEK

Quebec and Maritime Provinces.

J. I. Robin, grocer, Granby, Que., has disposed of his stock.

J. A. R. Lalonde, general merchant, Nominigue, Que., died recently.

D. Morris Skinner, of Manning and Co., Ltd., sugar and molasses exporters, of Barbadoes, is in Canada on a visit, and is in Montreal this week. Mrs. Skinner accompanies him.

J. A. Marven, Ltd., biscuit manufacturers, Moncton, N.B., are opening up a branch of their business in Halifax, N.S. Arthur Hamm will have charge of it. Before leaving Moncton Mr. Hamm was presented with a set of pipes and tobacco pouch.

Paul Genairon, formerly manager of the French Food Specialties Co. (S. P. A.), Reading street, Montreal, who left here soon after mobilization began in his native France, was killed in battle on the Belgian frontier, while leading his men in a bayonet charge on the 13th of August.

The Canadian sardine factory at St. Andrew's, N.B., which cost over half a million dollars. and which had been closed down for over a year owing to financial affairs, was recently sold to the Bank of Nova Scotia for $270,000. It is expected that this factory will open up under new auspices.

Ontario.

G. E. Matthews, a Hamilton grocer, has disposed of his business.

I. B. Reynolds, general merchant, Walkerton, Ont., has sold to J. Plesky.

Mrs. K. McLennan, general merchant, Scotch Line, Ont.. is succeeded by J. H. Stewart.

Geo. Vanderburg, general merchant, Porters Hill, Ont., is succeeded by his son, Weslet Vanderburg.

Ritchie Bros. have disposed of their general store at Orangeville, Ont., to T. S. Parkinson & Son of Montreal. The new proprietors have taken possession.

J. H. McCue of Balderson, Ont., has purchased the general store business there, conducted for the past six years by J. I. Watt, and will take possession early in November.

The Retail Grocers' Association of Hamilton, Ont., have decided that the work of the relief association was one that should be assisted in every way possible. The grocers, therefore, will do all they can in the way of delivering goods free, up to any reasonable amount, supplying the information about applicants, as to whom no one can be better posted, and in other ways assisting.

A. M. McLean, for some time manager of the grocery department of Whyte's Queen street store, Stratford, Ont., has resigned and is travelling for McCormick Manufacturing Co., London.

At a meeting of the Retail Merchants' Association of Port Arthur, Ont., the members decided to attend the public meeting for the formation of a patriotic and relief association in Port Arthur.

The effects of two months of the world's war on Canadian prices are summed up in a rise of the Labor Department's index number from 135.5 as calculated at the end of July to 140.7 as worked out at the end of September. These numbers are percentages of the general level of prices in the decade 1890-1899, and are based on quotations from 272 articles scattered over the whole field of production and consumption.

A meeting of the Retail Tobacconists of Western Toronto was held in Ryans' Hall, Bloor west, for the purpose of forming a Retail Tobacconists Association. A number of retail tobacconists were present and committees formed to interview those not represented. Owing to the Government tax on tobaccos the retailers consider it necessary to advance their prices in order to meet the tax put on. Another meeting will be held on Wednesday, October 21, at 2.30 p.m. at the Orange Hall, College and Euclid avenue.

Western Canada.

J. S. Maynes, general merchant, Harrowby, Man., has sold to W. A. Blamey.

Pettit & Howie, general merchants, Cowley, Alta., sustained a fire loss recently.

Store No. 1 of the City Grocery, Edmonton, Alta., has been moved to the Conelell Block.

William Cronkhite, Endon, Alta., has opened a general store in connection with the Four Ways post office.

The Retail Merchants' Association of Transcona, Man., have arranged to give 5 per cent. contribution on all cash sales on certain dates to the Patriotic Fund.

Saunders Bros., grocers, Moose Jaw, Sask., have exchanged their business for the farm of Guy Zavitz, who has now taken possession of the store.

W. H. Escott, manufacturers' agent, of Winnipeg, has just returned from a trip to Minneapolis, U.S.A., where he has been calling upon a number of the business houses. He states that all the people he met favored Great Britain's attitude in the present war, and that all feel satisfied the allies will win. They state that the war has been affecting their trade somewhat, but they are evidently looking towards the Canadian field with greater interest than ever.

At a recent meeting of the Board of Trade of Calgary, Alta., certain members gave voice to objections to the declaring of civic half holidays without first at least obtaining the opinion of some of the merchants of the city. The case cited was the civic holiday which was declared last Wednesday at the request of a committee representing some of the sporting organizations of the city. The merchants were of one voice in declaring that this holiday was declared without sufficient notice and feel that they should have been consulted on the matter.

Contracts for supplying the 50,000 bags of flour which Manitoba is sending as a war gift to the Mother Country were awarded as follows:

Western Canada Flour Mills, Winnipeg and Brandon.

Ogilvie Flour Mills, Winnipeg.

Lake of the Woods Milling Company, Winnipeg.

G. McCulloch & Sons, Ltd., Souris.

Leitch Bros., Oak Lake.

Hodgson & Gardiner, Swan Lake.

Melita Roller Mills, Melita.

Deloraine Milling Company, Deloraine.

The prices in the various tenders received varied considerably, some being too high to receive favorable consideration. The highest tender received was $3.20 per bag of 98 lbs., and the highest accepted was $2.90. The average price at which the flour was bought is lower than that at which the Dominion Government's purchase was made, this being due to the price of wheat being lower at the present moment.

Another 50c. Advance in the Price of Sugar

All Canadian Refineries, with Exception of Acadia, Announce Increase—Latter Now 10c Under Market—Shipments of Indian Tea Resumed, but Extent Not Known — First Arrivals of Imported Fruit to be Dearer, and Lower Prices Likely After New Year.

Publication Office, Toronto, October 15th.

THE advance of fifty cents in the price of sugar announced at the week-end and affecting all Canadian refineries with one exception, is the outstanding market feature of the week. The Canadian trade had been warned that such an advance was the natural trend of the market, but nevertheless it may appear somewhat illogical in the face of weakness in the American situation which during the past few weeks has amounted almost to demoralization.

The New York refiners to-day, with one exception, are selling at $6.25 less 2%. The one exception is the Federal which is quoting $6.00 on moderate quantities. The American basis at the moment it $1.25 to $1.50 under the high record mark of $7.50. It is now evident that there was heavy speculation in the United States markets, owing to the heavy buying in England at the outbreak of the war. The United Kingdom is in the position of having the European market cut off and of being forced to buy 20,000 to 25,000 tons monthly of refined to meet deficiency between consumption and capacity of refineries. But the United Kingdom demand has been satisfied for the time being. At the same time United States merchants and consumers were buying heavily and there is now a falling off in domestic requirements as well. There is some talk of a revival of United Kingdom demand which might help strengthen the market there.

The American market at the moment is suffering a violent reaction. Prices advanced there on speculation while Canada continued on a more moderate basis. The American beet sugar crop is also a factor in weakening the situation.

The Canadian situation is different. To-day prices are above the American level, but they have not been advanced until the time when orders have been caught up. Raw sugar is being delivered at the moment at prices which almost equal selling price of refined. This is due to the fact that refiners were forced into a bull market to buy. Canada buys largely in preferential markets which were closed for a short time when war was declared by an embargo. Result—United Kingdom bought heavily through arrangement between government and merchants and Canada had to go into open markets and pay higher prices and higher duties. Ordinary duty of 40¾ was advanced to 1.37½, which is an advance of 96c, and in itself means an advance of almost 1c per pound.

There has been some improvement in the situation as regards imported fruits. A prominent member of the trade predicts that prices for early deliveries will be higher than the market but that there will be generally lower prices prevailing for deliveries after the 1st of the year. Some shipments have been made from Smyrna of figs and raisins. On the former there is an advance of 10% demanded on contracts for higher exchange and there will be increased freight and insurance of more than 5% more. Raising should not advance materials. Mediterranean shipments are also coming forward. Demand for these lines is not strong. California fruits are heavy and where increases were made buying is about over. Peaches are cheap on account of price of apples and prunes and apricots are dull with export markets cut off.

Tea situation is somewhat improved by announcement that shipments have been resumed from the East, but to what extent is not known. However, although demand is light, the fact that supplies were cut off for five weeks promises to keep prices firm. There is also some trouble with shipments from Japan. Coffees are heavy with Brazil forcing sales on account of financial depression while European market is cut off.

QUEBEC MARKETS.

Montreal, Act. 14.—The feature of the market this week is an advance of 50c per cwt. in the price of sugar for both St. Lawrence and Redpath's. It is agreed pretty well that this step was necessary in order to allow the refineries to turn out their product at a profit, in view of the high prices of raws.

Wholesalers say that collections are a little difficult to get in manufacturing centres. In the agricultural districts, however, things are much better. Business in many lines is reported slightly better, though taking things as a whole, they are quiet, due doubtless to the heavy buying which took place following the opening of the war, helped by high prices which ensued. It is significant that prices of many lines are beginning to fall, particularly rice, beans, and coffee. Tea continues to be hard to secure, yet business in this commodity is small.

SUGAR.—Both the St. Lawrence and the Redpath refineries raised the price of their sugar 50c per cwt. This occurred on Saturday morning, Oct. 10. Refiners state that they are unable to replace present stocks of raw, and sell refined at old price. Opinions were expressed by some that the advance was unexpected because raws were declining in New York. Wholesalers generally, however, are of the opinion that a further advance could not be avoided on account of high price of raw which Canadian refiners were compelled to pay at this time. Attention was drawn to the fact that three years ago, when there was no war, the price of refined here was only 15 to 20c less than to-day, after deeducting the duty.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	6 75
20 lb. bags	6 85
2 and 5-lb. cartons	7 05
Second grade, in 100-lb. bags	6 70
Yellow Sugars—	
No. 3	6 60
No. 2	6 90
No. 1	6 35
Extra Ground Sugars—	
Barrels	7 15
50 lb. boxes	7 35
20 lb. boxes	7 55
Powdered Sugars—	
Barrels	6 95
50 lb. boxes	7 15
25 lb. boxes	7 35
Paris Lumps—	
100 lb. boxes	7 50
50 lb. boxes	7 60
25 lb. boxes	7 80
Crystal Diamonds—	
Barrels	7 40
100 lb. boxes	7 50
50 lb. boxes	7 60
Cartons and half cartons	8 55
Crystal Dommoes, cartons	8 65

DRIED FRUITS. — Importers announce that they are having figs shipped

from Smyrna this year. There is a feeling in the market that Spanish raisins, which are due to arrive on the "Jacona," will be cheaper this year. Growers have a limited market, which may bring the price down somewhat; at the same time there will be a number of shippers out of the running altogether. The tendency for prunes is down. Certain importers have ordered supplies from Bosnia; it will be interesting to know whether they come through in view of the unsettled state of that country.

EVAPORATED FRUITS.	Per lb.	
Apples, 50-lb. boxes	....	0 08
Nectarines, choice	....	0 11
Peaches, choice	0 08½	0 09
Pears, choice	0 14	0 15
Apricots	0 15	0 16

DRIED FRUITS.		
Candied Peels—		
Citron	....	0 18
Lemon	....	0 12
Orange	....	0 13
Currants—		
Amalias, loose	0 07	0 11
Amalias, 1-lb. pkgs.	0 08½	0 12½
Filiatras, fine, loose, new	....	0 07
Filiatras, packages, new	....	0 08
Dates—		
Dromedary, package stock, per pkg..	0 10	0 13½
Fards, choicest	0 11	0 14½
Hallowee, loose	0 06	0 08
Hallowee, 1-lb. pkgs.	0 07½	0 08
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 12½	0 12
50 to 60, in 25-lb. boxes, faced	0 10½	0 11
60 to 70, in 25-lb. boxes, faced	0 10½	0 11
70 to 80, in 25-lb. boxes, faced	0 09	0 09¾
80 to 90, in 25-lb. boxes, faced	....	0 09
90 to 100, in 25-lb. boxes, faced	....	0 08½
Raisins—		
Malaga table, box of 22 lbs., according to quality	5 00	6 60
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	0 12	0 12½
Lower grades Sultana, 1 lb. pkgs.	0 15	0 18
Valencia, new	0 06¾	0 07¼
Seeded, fancy	....	0 10
Seeded, choice	....	0 09

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

RICE.—The rice market remains unchanged, following reduction of last week. Business is very quiet. Tapioca has dropped to 5¼-6c, due either to lack of business, or arrival of new supplies.

Rangoon Rices—	Per cwt:
Rangoon "B"	3 50
"C.C."	3 40
India bright	3 65
Lustre	3 75
Fancy Rices—	**Per cwt.**
Polished	5 25
Pearl	5 35
Imperial Glace	5 65
Sparkle	5 85
Crystal	5 85
Ice drips	6 20
Snow	6 05
Carolina head	7 85

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

Imported Patna—	Per lb.	
Bags, 224 lbs.	0 06	0 06½
Half bags, 112 lbs.	0 05¾	0 06
Quarter bags, 56 lbs.	0 05⅞	0 06⅛
Velvet head Carolina	0 09½	0 10½
Sago, brown	0 06	0 06½
Tapioca—		
Pearl, lb.	0 05¼	0 06
Seed, lb.	0 05¼	0 06

MOLASSES.—A letter from Barbadoes this week states that for the greater part of the year the island has suffered from drought, but that heavy rains fell in September. If good weather should continue until February, a fair crop may be expected, though not nearly as good as the last one. Better figures are expected to prevail for molasses during 1915 as a result of this. New York importers confirm reports that several lots have been purchased in Montreal recently for American market. The guild price remains the hame at 35c per gal. outside Montreal, and 38c within the city. Wholesalers state that molasses sold on the basis of the present price of raws would bring 50c per gal., and that the present price was the opening price last year. They argue that molasses is selling at the proper level.

Barbadoes Molasses—	Prices for Island of Montreal. Fancy.	Choice.
Puncheons	.38	.36
Barrels	.41	.39
Half barrels	.43	.42

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls..		0 04¼
Pails, 38½ lbs., $1.95; 25 lbs.		1 40
Cases, 2 lb. tins, 2 doz. in case		2 65
Cases, 5 lb. tins, 1 doz. in case		3 00
Cases, 10 lb. tins, ½ doz. in case		2 90
Cases, 20 lb. tins, ¼ doz. in case		2 85
Maple Syrups—		
Pure, per 8½ lb. tin		0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.		1 00
Maple sugar, pure, per lb.	0 10	0 11

COFFEE.—Market is easy, with some indications of lower prices. Things are dragging along heavily, no business being done except for immediate requirements. No marked reductions have taken place, as nothing new is coming in. It will be three weeks before arrivals are big enough to affect the market. In the meantime slight reductions are being made as occasion warrants.

Coffee, Roasted—		
Bogotas	0 26	0 30
Jamaica	0 25	0 28
Java	0 33	0 38
Maricaibo	0 23	0 27
Mexican	0 27	0 30
Mocha	0 30	0 33
Rio	0 19	0 22
Santos	0 23	0 26
Chicory, per lb.	0 12	0 15

NUTS.—What almonds are coming from Europe are now on the S.S. Jacona. Brazil nuts have declined from 15-16c to 13-14c. It is inferred that there has been a big crop, and that a decline has resulted from a limited market, export to Europe being cut off. New crop Tarragonas have not arrived, but are due. California almonds are also due. There will likely be sufficient almonds on the market to supply the trade this Christmas. Lower prices on French walnuts are expected. Mixed nuts are beginning to move.

Shelled walnuts, per lb.	0 50	....
Shelled almonds, 28-lb. boxes, per lb.	....	0 45
Finest filberts	0 14	0 15
Pecans—		
Large	0 18	0 20
Almonds	0 21	0 22
Walnuts, Grenoble	0 21	0 22
Brazils, new	0 15½	0 16½
Peanuts, No. 1, 12½c; No. 2	....	0 09¾
Peanuts, No. 3	....	0 08¾

SPICES.—Spices are inclined to advance all round. Allspice is the only line which is not going up. High freights, war risks and scarcity of supplies are the cause for high prices.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins, dozen.
Allspice	0 15—0 18	0 60—0 70	0 70—0 80
Cassia	0 22—0 25	0 72—0 90	0 80—0 90
Cayenne pepper	0 30—0 35	1 02—1 15	1 10—1 25
Cloves	0 35—0 40	1 15—1 30	1 25—1 40
Cream tartar—Supply all sold.			
Ginger, Cochin	0 21—0 23	....—....	....—....
Ginger, Jamaica	0 25—0 30	0 90—1 05	0 95—1 10
Mace	0 85—1 10	....—....	....—....
Nutmegs	0 30—0 35	1 02—1 20	1 10—1 25
Pepper, black	0 23—0 25	0 80—0 90	0 90—1 00
Pepper, white	0 31—0 32	1 05—1 10	1 10—1 20
Pastry spice	0 25—0 32	0 85—1 10	0 95—1 15
Pickling spice	0 20—0 25	0 75—0 90	0 80—0 95
Turmeric	0 20—0 22	....—....	....—....

Lower prices for pails, boxes or baliers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	....	0 12
Dutch	....	0 20
Cinnamon, Ceylon, lb.	....	0 60
Mustard seed, bulk	0 18	0 22
Celery seed, bulk	0 35	0 45
Cayenne chillies	0 25	0 30
Shredded cocoanut, in pails	0 20	0 25

DRIED VEGETABLES.—Prices of beans are still dropping, and everybody is waiting to see what the lowest level will be before buying. Consequently no business is being done. Jobbers are being offered beans at 15c bushel less than last week. Peas are following the same course. Barley is quiet.

Beans—		
Hand picked, per bushel	....	3 30
Canadian, white, per bushel	....	3 00
Yellow, per bushel	....	3 25
Yellow eyes, per bushel	....	3 40
Lima, per lb.	0 08½	0 09
Peas, per bushel	....	2 75
Peas, Imperial green, per bushel	....	2 50
Barley, pot, per bag	....	3 50
Barley, pearl	....	5 00

TEA.—Ceylon and India teas, owing to the ports of Colombo and Calcutta having been closed because several British vessels have been sunk, two of which contained about 7,000,000 lbs. of tea, have advanced in London. This, of course, stiffened the market considerably here, and while business is dull, prices are holding firm. Recent advices from Japan confirm reports that the market is practically closed, most of the important tea buyers having left. What teas remain are held at very strong prices. Local market is decidedly stronger. Few teas are being offered, and when the shortage is realized, prices are almost certain to advance.

ONTARIO MARKETS.

Toronto, Oct. 15.—There is nothing more than can be said about the general condition of the market than that things are quiet and it seems likely that they will continue so. Wholesalers state that there seems to be a little more interest than after the first influence of the reaction, but that quiet conditions were to be looked for after the heavy buying which followed the outbreak of the war. There is one favorable feature of the situation and that the stocks which have been bought are for the most part in the hands of the consumer rather than the retailer. There is however, the other feature that in some cases they may not be paid for, and grocers, the trade generally, will do well to watch collections closely at a time like this for there are many who consider that the grocer is the first man that should give credit and about the last man that should be paid.

SUGAR.—Sugar has advanced half a cent a pound as predicted, and this in the face of demoralized conditions in the States. This goes to prove again that the markets do not act together. New York speculated on the strength of the war demand of Great Britain and this has been overdone. Canadian

prices are forced up by high costs of raw and it is stated that some refineries have paid as high for supplies as they are getting for refined. All prices have been advanced with the exception of Acadia, which refinery was 40c above the market previously and is now 10c below. This is the position it occupied prior to the opening of the war. Advance comes at a time when orders have generally been filled.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 81
20 lb. bags	6 91
10 lb. bags	6 96
2 and 5-lb. cartons	7 10
Nova Scotia refined, 100-lb. bags	6 71
Extra Ground Sugars—	
Barrels	7 21
50 lb. boxes	7 41
25 lb. boxes	7 61
Powdered Sugars—	
Barrels	7 01
50 lb. boxes	7 21
25 lb. boxes	7 41
Crystal Diamonds—	
Barrels	7 56
100 lb. boxes	7 56
50 lb. boxes	7 66
Paris Lumps—	
100 lb. boxes	7 56
50 lb. boxes	7 66
25 lb. boxes	7 86
Cartons (20 to case)	8 11
Cartons (50 to case)	8 61
Crystal Dominoes, cartons	8 71
Yellow Sugars—	
No. 1	6 41

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

DRIED FRUITS.—Market is generally quiet, but prices for imported lines are firm for the time being. There is a feeling in the trade that for deliveries of January and later there will be a different story. Situation as regards figs and Sultana raisins has improved and Mediterranean fruits should be plentiful shortly. Shipments of figs to date have been light and shippers are demanding an increase of 10 per cent, on contracts to cover higher exchange while higher freights and insurance equal more than 5 per cent. additional. Only about 3,000 cases of Sultana raisins have been shipped and consignments will be slow for some time. Generally the situation is that first arrivals will be light and prices higher, but the market should ease after the first of the year. In California fruits the market is quiet. Demand is over for lines where there has been price activity and there is little moving in prunes or apricots. Peaches continue easy in sympathy with apples.

Apples, evaporated, per lb.	0 07	0 08
Apricots—		
Standard, 25 lb. boxes	0 13	0 14
Choice, 25 lb. boxes	0 14	0 15½
Candied Peels—		
Lemon	0 14	0 16
Orange	0 14	0 16
Citron	0 20	0 22
Currants—		
Filiatras, per lb.	0 08	0 08½
Amalas, choicest, per lb.	0 09	0 09½
Patras, per lb.	....	0 10
Vostizzas, choice	....	0 11½
Vostizzas, shade dried	0 13	0 13½
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09	0 09½
Fards, choicest, 60-lb. boxes	0 08½	0 09
Package dates	0 07½	0 09
Hallowees	0 06	0 06½
Prunes—		
30-40s, California, 25 lb. boxes	0 13½	0 14½
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12¼
60-70s, 50 lb. boxes	0 10	0 10½
70-80s, 50 lb. boxes	0 09½	0 10
80-90s, 50 lb. boxes	0 09	0 09½
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 07	0 07½
25-lb. boxes ¼c more.		
Raisins—		
Sultana, choice, new	0 10	0 11
Sultana, fancy, new	0 12	0 14
Valencia	0 09	0 09½
Seeded, fancy, 1 lb. packets	0 10	0 10½
Seeded, choice, 1 lb. packets	0 09½	0 10
Seeded, choice, 12 oz.	....	0 08½
Seedless, 16 oz. packets	0 11	0 11½
Seedless, 12 oz. packets	....	0 10

RICE.—Practically no change in market since reduction a week ago, although light demand tends to ease situation further. Tapioca is also inclined to be easier.

Rice—		
Rangoon, per lb.	0 03½	0 04
Rangoon, fancy, per lb.	0 04½	0 05
Patna, per lb.	0 06½	0 08
Japan, per lb.	0 06½	0 08
Java, per lb.	0 08	0 08½
Carolina, per lb.	0 09	0 10
Sago—		
Brown, per lb.	0 06	0 06½
White, per lb.	....	0 06
Tapioca—		
Bullet, double goat	....	0 10½
Medium pearl	0 06	0 07
Seed pearl	0 06	0 07
Flake	....	0 10½

NUTS.—There is little change in the market of interest to the retailer. It is believed that there will be easier prices for many lines after the end of the year but early shipments will be generally high owing to difficulties in making shipments.

	Per lb.	
In Shell—		
Almonds, Tarragona	0 17½	0 19
Brazils, medium, new	0 11	0 12
Brazils, large, washed, new	0 12	0 14
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 15	0 17
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	....	0 17½
Walnuts, Bordeaux	....	0 14
Walnuts, Marbots	....	0 15
Shelled—		
Almonds	....	0 55
Filberts	....	0 35
Peanuts	0 10½	0 11½
Pecans	0 56	0 60
Walnuts	0 55	0 60

COFFEE.—There has been a reaction of price to the extent of about three cents a pound but the cheap coffees have not yet been received and it may be a month before the market here feels the full effect. Easiness caused by situation in Brazil, where for financial reasons sales are being forced and also throughout the rest of South America owing to general state of export trade which leaves the American continent as only free market. Mochas and Javas are a trifle easier in sympathy, but bulk of Canadian coffee comes from South America.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 32	0 34
Arabian Mocha	0 31	0 34
Guatemala	....	0 32
Bucramanga	0 30	0 32
Mexican	0 30	0 32
Maracaibo	0 28	0 30
Jamaica	0 26	0 28
Santos	0 24	0 26
Rio	0 18	0 22
Chicory	....	0 14

BEANS.—Deliveries are coming slowly and farmers are showing a continued reluctance to sell. Indications are that there will be good prices for the new crop so long as there is no material change in the European situation. Lima beans are inclined to be a shade easier. Situation for peas is firm.

	Per bushel.	
Beans—		
Canadian, hand picked	3 25	3 50
Canadian primes	3 00	3 25
Lima, per lb.	....	0 10
Peas, blue, Canadian, per bush.	2 75	3 00
Peas, whole, white, per bush.	2 75	3 00

SPICES.—With light demands following the pickling season there seems to be a tendency on the part of spices to recover from the war advance and to react to a more normal basis. As yet there are no general reductions, but even for peppers there is an easier feeling and some reductions may be expected. A further reduction of 10c lb. is made for cream tartar, the market showing further easiness on additional shipments arriving from France; future, however, is uncertain and outlook not favorable.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	....—0 12	....—0 18
Allspice, whole	....—....	....—0 17
Cassia, whole	....—....	0 21—0 26
Cassia, ground	0 18—0 19	0 21—0 26
Cinnamon, Batavia	....—....	0 36—0 40
Cloves, whole	....—....	0 28—0 33
Cloves, ground	0 21—0 26	0 31—0 35
Cream of tartar	0 25—0 35	....—0 45
Curry powder	....—....	....—0 35
Ginger, Cochin	0 14—0 17	0 20—0 23
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, whole	....—....	0 24—0 27
Ginger, African, ground	....—....	....—0 18
Mace	....—....	0 80—1 06
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....—0 37
Nutmegs, ground, bulk, 45c; 1 lb. tins	....—....	....—0 50
Pastry spice	....—....	0 27—0 30
Peppers, black, ground	0 12—0 16	0 19—0 22
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 19—0 27	0 33—0 27
Peppers, white, whole	....—....	0 31—0 33
Pickling spice	....—....	....—0 17
Turmeric	....—....	0 18—0 20

SYRUPS.—Business should improve with cooler weather, warm days having tendency to retard orders. Market is inclined to be firm as corn is steady and there is said to be some outside demand for Canadian stocks of molasses.

Syrups—	Per case.	
2 lb. tins, 2 doz. in case	....	2 65
5 lb. tins, 1 doz. in case	....	3 00
10 lb. tins, ½ doz. in case	....	2 90
20 lb. tins, ¼ doz. in case	....	2 85
Barrels, per lb.	....	0 03¾
Half barrels, lb.	....	0 04
Quarter barrels, lb.	....	0 04¼
Pails, 38½ lbs. each	....	1 95
Pails, 25 lbs. each	....	1 40
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	0 24	0 26
West Indies, half barrels	0 26	0 28
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 6 to case	4 40	4 80
½ gals., 12 to case	4 70	5 40
¼ gals., 24 to case	4 70	5 40
Pints, 24 to case	2 50	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12½
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 90

TEA.—Anything that may be said about the future of the tea situation is little more than speculation. At all times tea is subject to unforeseen changes, but in a time like this the difficulties are greatly accentuated. A favorable feature of the market during the past week has been that shipments from India have been resumed. The latest advices, however, give no indication of the extent to which shipments are being made. At this time it is very difficult to get any information whatever owing to cable troubles and to the fact that there is little given in detail about shipments on account of the activities of German cruisers. Often there is no advice of the shipment until it arrives in port. Prices

at the time are about 1d. above quotations before the war in London There is some talk among tea dealers about the probability of the embargo being reimposed, and the Canadian Government putting a tax on tea to meet further war expenses; but opinions in regard to these matters are nothing but speculation, for the powers that be are not likely to give any intimation as to their course until a definite step has been decided upon. Prices have been weakened in some quarters by lack of domestic demand.

MANITOBA MARKETS.

Winnipeg, Oct. 15.—The week shows various price changes, the majority of these being in downward direction. Indications, however, are that a number of lines will advance in price before any great time, and the general tone to the market is firm. Business has been rather light during the week. This is an exceptional year, and it is hard to estimate what amount of buying will take place in any given period. The retailers' stocks are so limited that they frequently have to buy heavily, and then will go for some little time without placing further orders. There are indications that the country merchants are getting in their collections to a very fair extent. It still appears that the movement in this line is better throughout the provinces than in the larger centres.

The war, of course, continues to bring unlooked-for advances in many lines. Shelled walnuts, for instance, are hard to secure from France, and price for these is now quoted at 51c, as against 33c a year ago. As a matter of fact, there are few walnuts on Winnipeg market. Another shipment is, however, on the way, and this will probably bring a slight reduction in price. There is no doubt, however, that dealers will have to pay much more for their fall and Christmas nuts, and will consequently have to charge higher prices to their customers. Although Spain is not directly interested in the war, yet almonds which come from there will be much higher as a result of increased transportation and insurance costs.

Powdered milk has advanced somewhat during the past few weeks, general quotations now being: Domestic size (2 doz. per case), $4.50; sample size (4 doz. per case), $3.60.

SUGAR.—Sugar has advanced 50c per cwt. again. The supply is fairly satisfactory at present, and wholesalers are now able to completely fill their orders. The reason for the advance is that refined prices are still somewhat below the prices warranted by the raw market.

Sugar, Eastern—	Per cwt. in sacks.
Extra standard granulated	6 70
Extra ground or icing	7 20
Powdered	7 00
Lumps, hard	7 65
Montreal yellow	6 30
Sugar, Western Ontario—	
Sacks, per 100 lbs.	7 10
Barrels, per cwt.	6 05
Halves, 50 lbs., per cwt.	6 10
Bales, 20 lbs., per cwt.	6 15
Powdered, barrels	6 40
Powdered, 5s	6 75
Powdered, 25s	7 05
Icing, barrels	6 70
Icing, 50s	6 95
Icing, 25s	7 10
Icing, pails	7 00
Cut loaf, barrels	6 80
Cut loaf, 50s	7 05
Cut loaf, 25s	7 30
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 60
5-lb. tins, 1 doz. to case, per case	4 00
10-lb. tins, ½ doz. to case, per case	3 75
20-lb. tins, 3 tins to case, per case	3 70

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.
Barbadoes	0 53
New Orleans	0 34
Maple Syrups—	Per case.
Imperial quarts, case, 2 doz.	5 40
Imperial ½ gals., 1 doz.	5 55
New, pure, ½ gal., case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—There has been no change in prices of currants during the week, but fresh arrivals are expected shortly, when a price of about 8½c will probably be fixed. Apples remain the same as a week ago, but still lower prices are quite likely, owing to the abundance of crop. Apricots are being quoted a cent. lower this week. There is a larger supply available, and exportation has, of course, been seriously interfered with. Prunes remain steady at present, but are almost certain to drop. As with apples, so with evaporated peaches, the large crop makes lower prices seem likely. There have, however, been no changes as yet. Raisins, at the present low quotations struck a week ago, seem to be very good buying from what can be learned. There is a likelihood of an advance here.

Apples, evaporated, new, 25s		0 08¼
Apricots, choice, 25's		0 12
Apricots, choice, 10's		0 13
Apricots, standard, 25's		0 11¾
Currants—		
Dry clean		0 09½
Washed		0 10
1 lb. package		0 09½
2 lb. package		0 19
Vostizzas, 1 lb.		0 12½
Dates—		
Hallowi, loose, per lb.		0 06½
Hallowi, 1 lb. pkgs.		0 07¼
Fard dates, 12-lb. boxes		1 10
Peaches—		
Standard, 25-lb. boxes		0 06¾
Choice, 25-lb. boxes		0 07½
Choice, 10-lb. boxes		0 08½
Extra choice, 25-lb. boxes		0 08⅞
60 to 70		0 10
50 to 60		0 10¾
40 to 50		0 11⅝
Raisins, Valencias—		
Extra select Valencias, 28's, box		2 15
Raisins, Sultanas—		
California		0 09¾
Smyrnas	0 08	0 12½
Raisins, Muscatels—		
3 crown loose, 50's		0 08¼
3 crown, loose, 25's		0 08½
Choice, seeded, lb.		0 09¼
Extra fancy seeded, lb.		0 09¾
12-oz. packages, fancy		0 07¾
12-oz. packages, choice		0 07½
Raisins, Australians—		
Lexias, 56-lb. boxes		0 08½
Prunes, in 25-lb. boxes—		
90 to 100		0 08¼
80 to 90		0 08¾
70 to 80		0 09½

TEAS AND COFFEES.—Santos and Rios are up a ½c on the primary market, this being due to a shortage, which has made a decrease in the visible supply, and also to the fact that the estimate on the new crop has been found too large. The Brazilian exchange has also had influence here, this having advanced from 10d. to 13d. on the pound sterling. Teas, in spite of conditions which seem to justify an advance, are being held steady.

	Per lb.	
Coffee—		
Rio, No. 5, green		0 13¾
Rio, roasted		0 16
Santos, green, No. 4		0 15
Santos, roasted	0 21¾	0 22¾
Chicory, per lb.	0 07	0 08
Teas—		
Japans—		
Choicest basket, fired	0 40	0 50
Choicest, pan fired	0 40	0 50
Very fine, pan fired	0 35	0 40
Medium, pan fired	0 30	0 35
Common, pan fired		0 25
India and Ceylon—		
Souchongs		0 30
Pekoe Souchongs		0 35
Pekoe		0 40
Broken orange and orange	0 40	0 50
China—		
Fine Keelum	0 50	0 60
Good Packlum		0 35
Common moning		0 25

BEANS.—During the week Canadian hand-picked have been reduced to $3.50, and further developments in the East have caused new 3's to be quoted at $3.20, instead of $3.30, as last week, this for delivery November 1. This lower price for the new crop is due to the fact that it now seems likely the first arrivals of Ontario beans will be soft and wet, and much inferior to the Canadian hand-picks now being offered. Good hard hand-picked beans, according to present indications, are going to be high in price and scarce, and the present price of $3.50 seems reasonable under the conditions.

Beans—		
Austrian, hand picked		3 65
Canadian, hand picked		3 50
3 lbs. picker		3 40
Barley—		
Pot, per sack, 96 lbs.		3 10
Pearl, per sack, 98 lbs.		4 60
Peas—		
Split peas, sack, 98 lbs.	3 30	3 65
Whole peas, bushel		2 25

RICE AND TAPIOCA.—No further decline has been struck in tapioca. Rice remains as a week ago.

Rice and Tapioca—		
No. 1 Japan, per lb.		0 05⅞
No. 2 Japan, per lb.		0 05
Siam, per lb.		0 04¼
Patna, per lb.	0 06¼	0 06¾
Carolina, per lb.		0 08
Sago, pearl, per lb.		0 05¼
Tapioca, pearl, per lb.		0 05

CANNED GOODS.

ONTARIO AND QUEBEC PRICES 1914 PACK.

VEGETABLES.	Group A.
2's Asparagus tips	$2 32½
2's Asparagus butts	1 47½
2's Beans, crystal wax	1 05
2's Beans, golden wax, midget	1 25
2's Beans, golden wax	0 95
3's Beans, golden wax	1 32½
Gals., Beans, golden wax	3 77½
2's Beans, Lima	1 22½
2's Beans, red kidney	1 00
2's Beans, Refuge or Valentine green	0 95
3's Beans, Refuge (green)	1 32½
2's Beans, Refuge, midget	1 25
Gals. Beans, Rfuge	3 77½
2's Beets, sliced blood red, Simcoe	1 00
2's Beets, whole, blood red, Simcoe	1 00
2's Beets, whole, blood red, Rosebud	1 30
3's Beets, sliced, blood red, Simcoe	1 35
3's Beets, whole, blood red, Simcoe	1 40
3's Beets, whole, blood red, Rosebud	1 45
2's Peas, standard, size 4	0 95
2's Peas, early Junes, size 3	0 97½
2's Peas, sweet wrinkles, size 2	1 00
2's Peas, extra fine sifted, size 1	1 40
Gals. Peas, standards	4 07½
Gals. Peas, Early Junes	4 17½
Gals. Peas, sweet wrinkles	4 32½
2's Spinach	1 15
3's Spinach	1 50
Gal. Spinach	4 55
FRUITS.	
2's Blueberries, standard	1 52
2's Blueberries, preserved	1 82½
Gals. Blueberries, std.	6 57½
2's Blk. cherries, pitted, H.S.	1 92½
2's Blk. cherries, not pitted, H.S.	1 52½
2's Red ptd. cherries, H.S.	1 92½
2's Cherries, red, pitted, L.S.	1 45
2's not ptd. red cherries, H.S.	1 52½
Gals. ptd. red cherries	8 50½
Gals. not ptd. red cherries	8 02½
2's Cherries, white, ptd. H.S.	1 92½
2's Cherries, white, not ptd. H.S.	1 52½
2's Black currants, H.S.	1 47½

2's Preserved black currants		1 77½
Gals. black currants, st'd.		5 27½
Gals. black curiants, solid pack		8 27½
2's Red currants, H.S.		1 47½
2's Red preserved curiants		1 77½
Gals. red currants, standard		5 27½
Gals. red currants, solid pack		8 27½
2's Gooseberries, H.S.		1 47½
2's Gooseberries, preserved		1 77½
Gals. gooseberries, standard		7 02½
Gals. gooseberries, solid pack		8 77½
2's Lawtonberries, heavy syrup		1 97½
2's Lawtonberries, L.S. (group B)		1 45
2's Lawtonberries, preserved		2 17½
Gals. Lawtonberries, std.		7 07½
2's Raspberries, black, H.S.		1 97½
2's Raspberries, black, L.S. (group B)		1 45
2's Raspberries, black, preserved		2 17½
Gals. Raspberries, black, std.		7 07½
Gals. Raspberries, black, solid pack		9 32½
2's Raspberries, red, H.S.		1 97½
2's Raspberries, red, L.S. (group B)		1 45
2's Raspberries, red, preserved		2 17½
Gals. Raspberries, red, std.		7 32½
Gals. Raspberries, red, solid pack		9 32½
2's Rhubarb, preserved		1 57½
3's Rhubarb, preserved		2 32½
Gal. Rhubarb, standard		3 57½
2's Strawberries, H.S.		2 17½
2's Strawberries, preserved		2 32½
Gals. Strawberries, standard		7 57½
Gals. Strawberries, solid pack		9 82½

(Group B 2½c dozen lower.)

SASKATCHEWAN MARKETS.

By Wire.

Regina, Oct. 14.—Thanksgiving business was brisk. While sugar declined slightly on New York market, it is higher in Canada. Cheese has firmed up. Little dairy butter is offering through country. New canned goods are now on market. Potatoes are firm, owing to the fact that shipping season is drawing to a close with advance of cold weather.

Produce and Provisions—			
Butter, creamery, per lb.		0 29	0 30
Butter, dairy, No. 1		....	0 21
Cheese, per lb.		0 17⅞	0 18
Eggs, fresh, per doz.		....	0 25
Lard, 3's, per case		....	7 50
Lard, 5's, per case		....	7 45
Lard, 10's, per case		....	7 40
Lard, 20's, each		....	2 50
General—			
Beans, Ontario, per bushel		....	3 65
Coffee, whole roasted, Rio		....	0 22
Cream of tartar, lb.		....	0 52
Cocoanut, lb.		....	0 20½
Evap. apples, 50's		....	0 12½
Potatoes, new, per bush., B.C., $1.25; N. B.		....	1 10
Rolled oats, 20's, 82c; 40's, $1.60; 80's		....	3 10
Rolled oats, bail of 80 lbs.		....	3 10
Flour, 98's,		....	3 45
Rice, per cwt.		....	4 50
Sugar, standard, gran., per cwt.		....	6 67
Sugar, yellow, per cwt.		....	6 17
Walnuts, shelled, 54c; almonds		....	0 53
Canned Goods—			
Apples, gals., case, $1.61-$1.91, doz.		....	3 82
Broken beans, 2's		....	2 60
Corn, standard, per 2 dozen		....	2 21
Peas, standard, per 2 dozen		2 00	2 06
Plums, Lombard		2 10	2 21
Peaches		....	3 16
Strawberries and raspberries		....	4 71
Tomatoes, standard, per dozen		....	2 65
Salmon—			
Sockeye, 1's, 4 doz. case		....	9 85
Sockeye, ½'s		....	12 35
Cohoes, 1's		....	6 00
Humpbacks, 1's		....	4 60
Fruits—			
Apples, per bbl., Ontario		4 00	4 25
Lemons		....	10 00
Oranges		4 00	4 50
Dried Fruits—			
Currants, per lb.		....	0 11¼

ALBERTA MARKETS.

By Wire.

Edmonton, Oct. 14.—Ontario beans are scarce yet, while price remains same. Salmon supply also appears unequal to demand. Sugar, granulated and yellow, have increased 50c 100 cwt. Butter, dairy, advances to 26c. Potatoes are now 65c per bushel. Apples supply is good, and prices are lower.

Wheat was selling in Edmonton from 90c to 95c, and the local millers have been very busy this past week receiving as many as twenty carloads a day. The farmers are surely reaping a double harvest, for the cereals are good, and the price is equally advantageous. Farmers to-day are refusing to sell potatoes at less than $1 a bushel.

Produce and Provisions—			
Butter, creamery, per lb.		....	0 32
Butter, dairy, No. 1, 25c; No. 2		....	0 20
Cheese, per lb.		0 16¼	0 17
Lard, pure, 3's, per case		....	7 50
Lard, pure, 5's, per case		....	7 45
Lard, pure, 10's, per case		....	7 40
Lard, pure, 20's, each		....	2 43
General—			
Beans, Ontario, per bushel		3 40	3 50
Coffee, whole roasted, Rio		0 18½	0 20
Evaporated apples, 50's		0 11	0 11½
Potatoes, per bush.		....	0 60
Rolled oats, 20's		....	0 79
Rolled oats, bail		....	3 40
Flour, 98's, $3.55-$3.65; rolled oats, 80's		....	2 50
Rice, per cwt.		....	4 50
Sugar, standard gran., per cwt.		....	7 07
Sugar, yellow, per cwt.		....	6 67
Canned Goods—			
Apples, gals., case		....	1 85
Corn, standard, per two dozen		....	2 15
Peas, standard, 2 dozen		....	1 95
Plums, Lombard		....	2 20
Peaches		....	3 15
Strawberries, $4.70; raspberries		....	4 20
Tomatoes, standard, per dozen		2 45	2 65
Salmon, sockeye, 4 doz. talls, case, 1s		....	9 50
Cohoes, 1's, $7.25; humpbacks, 1's		....	4 50
Fruits—			
Lemons		6 00	6 70

NEW BRUNSWICK MARKETS.

(By wire.)

St. John, N.B., Oct. 13.—There has been a sharp drop in Ontario flour of 40c. Dealers say this was caused by the banks pushing small millers and forcing them to turn stock to cash. No change is expected in Manitoba. Local sugar is unaffected by Montreal advance. Molasses are higher at 34½ to 35c. Beans are much easier, white being $3.15 to $3.20, and yellow $3.70 to $3.75. New crop is coming on market. Cream tartar scarcity has advanced price to 55c to 58c. Very little here. Currants are easier at 10¼ to 10½c lb. Cheese is firmer at 16¼ to 16½c. Eggs are shade lower and butter is steady. Ten thousand bushels of potatoes were sent from here this week to England for the army. There is abundant crop in the province and plenty of apples, but poultry is scarce.

Produce and Provisions—			
Bacon, breakfast, per lb.		0 20	0 22
Bacon, roll, per lb.		....	0 17
Beef, barrel		28 25	28 50
Beef, corned, 1 lb.		3 15	3 30
Pork, American clear, per bbl.		28 00	30 00
Pork, domestic, per bbl.		....	29 00
Butter, dairy, per lb.		0 22	0 23
Butter, creamery, per lb.		0 23	0 24
Eggs		0 26	0 27
Lard, compound, per lb.		0 11	0 11¼
Lard, pure, per lb.		0 13¼	0 13½
Flour and Cereals—			
Cornmeal, gran.		....	6 00
Cornmeal, ordinary		....	1 90
Flour, Manitoba, per bbl.		....	7 55
Flour, Ontario		....	6 85
Rolled oats, per bbl.		....	6 75
Oatmeal, standard, per bbl.		....	7 40
Fresh Fruits and Vegetables—			
Lemons, Messina, box		....	7 00
Oranges, Val., case		4 00	5 50
Potatoes, new, bbl.		1 25	1 35
Sugar—			
Standard granulated		7 00	7 10
United Empire		6 90	7 00
Bright yellow		6 80	6 90
No. 1 yellow		6 50	6 60
Paris lumps		8 00	8 08½
Beans, white, per bush.		3 15	3 20
Beans, yellow eyes, per bush.		3 70	3 75
Canned pork and beans, per case		2 80	3 00
Molasses, per gal.		0 34½	0 35
Cream of tartar, per lb., bulk		0 55	0 58
Currants, per lb.		0 10¼	0 10½
Rice per cwt.		4 50	5 00
Cheese, per lb.		0 16¼	0 16½

A statement in regard to the effects of the war upon the business of the big packing companies engaged in the British Columbia fish trade was made recently by William H. Barker, general manager of the British Columbia Packers' Association.

"From remarks made and items published," he said, "the general opinion seems to be that the war would benefit us by creating additional demand for our products, which are canned, fresh, and frozen fish. Such, however, is not the case for several reasons. Quite a large proportion of our pack goes to the United Kingdom and is usually sold ahead of pack. This year, sales commenced early in the year and continued to the latter part of July. Quite a lot of this is re-sold by the English buyers to the Continent—principally France—but all countries are buyers through the English houses.

"This Continental business is entirely suspended, and English houses are consequently slow in taking delivery. Ocean freights have advanced and there is also the necessary war risk. Some goods are especially packed for Germany. These, of course, will have to be held some time and we will likely have to find other outlets for them.

"Considering that the total pack of the Pacific Coast is some 2,000,000 cases short of last year, and that there was a carry-over of over a million cases from 1912—all of which had gone out of first hands before this year's pack was available—prices are one dollar a case lower than those of 1912, and actually less than the earlier English sales.

"The cost of the pack this year is very much higher than last, raw fish alone costing $2.40 per case more than in 1913, so that it can readily be seen that the war has not raised prices of our goods, but actually had the opposite effect by stopping some business altogether and curtailing all business to some extent."

J. E. McColl of Sedley, Sask., had the misfortune to have his general store and almost the entire contents destroyed by fire last month. The fire started in the upper storey and is supposed to have been caused by the explosion of a lamp. The telephone office next door and an implement warehouse were also consumed. The loss was partially covered by insurance. Mr. McColl contemplates rebuilding as soon as possible. In the meantime he is continuing business in a small rented hall.

LICENSE ON FUR DEALERS.

The Game and Fisheries Department of the Ontario Government have placed a license fee of $2 on all dealers in protected fur-bearing animals or their pelts.

Higher Wheat Strengthens Flour Markets

Situation Shows Dull Domestic Conditions With Lower Prices For Ontario—Deliveries of Wheat Are Short and Prices Advancing—Mill Feeds Are Still Weaker.

MONTREAL.

FLOUR.—Prices of flour are unchanged, and it depends much on how long the consumer and the retailer can go on without buying, whether the price remains where it is or falls. Practically no export business is being done, and domestic business is very quiet. Millers refuse to give an inkling of how they feel in the matter. It is believed that retailers' stocks are not so very big, and better trade is anticipated.

Manitoba Wheat Flour—	Per bbl.
First patents	6 70
Second patents	6 20
Strong bakers'	6 00

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	6 25	6 50
90 per cent.	5 75	6 00
Straight roller	5 70	5 90
Blended flour	5 75	6 25

CEREALS.—Rolled oat market remains firm generally. Millers are anxiously waiting for the new crop. As soon as they get it, and start milling it, prices may be easier. Prices of other cereals remain the same.

Cornmeal—	Per 96-lb. sack.
Kiln dried	2 45 2 50
Softer grades	2 20 2 35
Rolled Oats—	90's in jute.
Small lots	3 12½ 3 50
25 bags or more	3 02½ ....

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled Wheat—	100-lb. bbls.
Small lots	.... 3 50
Hominy, per 98-lb. sack	.... 2 75

FEEDS.—Smaller mills, having big stocks to clear off their hands, are selling at very low prices. Bran can be bought as low as $23, while the larger mills are quoting $25. Owing to the heavy demand for flour recently, a surplus of bran, etc., was accumulated, which accounts for these large stocks and low prices. The smaller miller is inserting the thin edge of the wedge, and if he continues, the larger mills will be compelled to follow. Business is decidedly dull.

Mill Feeds—	Car lots, per ton
Bran	.... 25 00
Shorts	.... 27 00
Middlings	29 00 30 00
Wheat moulee	.... 30 00
Feed flour	35 00 38 00
Mixed chop, ton	.... 38 00
Crushed oats, ton	.... 38 00
Barley, pot, 98 lbs.	3 00 4 00
Oats, chop, ton	.... 38 00
Barley chop, ton	.... 38 00
Feed oats, Manitoba, bush.	.... 0 65

TORONTO.

FLOUR.—The wheat market has added strength during the week and basis is to-day 3c above same time last week. This gives strength to flour despite fact that there is practically no domestic demand and little open export business is being done. However, millers are still working on government orders and there are large amounts that can go into storage to restore conditions as existing when the war broke. There is also some talk at the moment of bakers looking for contracts and this would give further strength. Strength of wheat is due to fact that there is a big falling off in deliveries being made. A few weeks ago deliveries were three times the normal period of a year ago and at the moment the showing is but 25 per cent. of what might be expected at the season. There is little indication of lower prices so long as the European situation does not show material improvement. Ontario flour continues weak although somewhat stronger than week ago. Reports are of sales in car lots being made as low as 450. Weakness is result of farmers delivering heavily a short time ago and millers competing for the passing business.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patent	6 80	6 60
Second patent	6 30	6 10
Strong bakers	6 10	5 90

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	5 50	5 30
90 per cent.	5 10	4 90
Straight roller	5 00	4 80
Blended flour	5 35	4 95

CEREALS. — The situation shows some reaction from a week ago and although there has been no change in prices the market is stronger with only a small volume of business passing at the moment in the domestic department. Demand for export is active and if this continues higher prices must be looked for. Millers naturally favor big orders than job lots.

Barley, pearl, 98 lbs.	....	5 00
Buckwheat grits, 98 lbs.	5 50	6 00
Corn flour, 98 lbs.	2 50	3 00
Cornmeal, yellow, 98 lbs.	2 65	2 75
Graham flour, 98 lbs.	3 00	3 30
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 63
Oatmeal, granulated, 98 lbs.	....	3 63
Peas, Canadian, boiling, bush.	2 75	3 00
Peas, split, 98 lbs.	....	5 00
Rolled oats, 90-lb. bags	3 25	3 45
Rolled wheat, 100-lb. bbl.	3 75	4 00
Rye flour, 98 lbs.	....	3 00
Wheatlets, 98 lbs.	3 75	4 00
Whole wheat flour, 98 lbs.	3 75	4 00

MILL FEEDS. — Continued open weather together with fact that mills are working capacity further weakened market for mill feeds. Bran is now quoted at $23 as a basis although there are figures above and there have been sales made as low as $22. Shorts are also off a dollar but feed flour is firm and in good demand in sympathy with prices of wheat. Cold weather may now be expected at any time to give strength to this department by cutting off pasturage.

Mill Feeds—	Mixed cars, per ton	
Bran	23 00	25 00
Shorts	26 00	28 00
Middlings	29 00	31 00
Wheat moulee	....	30 00
Feed flour, per bag	1 80	1 85
Oats—		
No. 3 Ontario	....	0 45
No. 3, C. W.	....	0 51

WINNIPEG.

FLOUR AND CEREALS.—No changes whatever in price have been struck during the week. A number of the mills have been working upon the Manitoba gift of 50,000 bags of flour for the Imperial Government. This is so spread around, however, that it is not interfering with production for other purposes at all. Present indications are for a steady market, although the seed market is weak at present.

Manitoba Wheat Flour—	Per bbl.
First patents	6 40
Second patents	6 80
Strong bakers'	6 10
Cereals—	
Rolled oats, per 80 lbs.	2 80
Oatmeal, fine, standard and gran'd, 98 lbs	2 80

WANT BUSINESS TAX REMOVED.

Winnipeg, Oct. 1.—The Retail Merchants' Association here is endeavoring to get the City Council to remove the business tax entirely and spread the taxes equitably over all the city. Their solicitor, Isaac Pitblado, K.C., made a strong plea on their behalf at a meeting of the council last week.

If this business tax were removed, he said, it would mean an increase of only 1.55 mills on the dollar, thus making it for 1914, 16.35 mills. Business levies now were $438,000.

Claiming that many of the retail merchants along Main Street and Portage Avenue were taxed as much as wholesalers, and some of them far more, he entered into the details of the problem, and presented argument after argument in favor of this unfair tax being removed. "There is something radically wrong with a system that makes retailers pay so much. Some of these men pay half as much for small premises as huge wholesale establishments doing business all over the city. Five of the doctors pay from $140 to $96.40 a year; barristers from $400 to $224, and architects from $197 to $83.20. The retail merchants are far too highly taxed in comparison with professional men, and I can say this even if I am one of the latter.

"The remedy is to abolish the business tax and raise the amount by general taxation on real property. This is not to escape taxation, but to put it equitably on all. For 1914, if the business tax was abolished, it would mean an increase of 1.55 mills in the general tax."

A number of other representative business men spoke, including Messrs. McKerchar, Devlin, Erzinger and Chevrier.

Fall Vegetables are Plentiful and Cheap

Heavy Supplies of Carrots, Beets, Parsnips, etc., and Prices Are Low—Ontario Potatoes Are in Good Shape and Prices Low — Demand is Comparatively Light.

MONTREAL.

FRUIT.—Business is perceptibly better. Blue grapes are selling in large quantities to Roman Catholic institutions for making wine, bringing $2 to $2.50 per cwt. With the arrival of colder weather, they will arrive sweeter and in larger quantities. California grapes are practically the only California fruits coming in, selling $2.25 to $2.40. Few new fruits are coming. Canadian chestnuts arriving, selling 15c lb. No winter apples in yet. Cranberries are cheaper, bringing $6.50, which is about as low as they can go. Valencia oranges are firm at $3.50.

Apples—		
No. 2 Alexanders	....	2 50
No. 2 Colverts	....	2 00
St. Lawrence, No. 1	....	3 00
No. 1 Wolf River	....	2 75
Bananas, crate		2 00
Cranberries, bbl.	....	6 50
Grapefruit, Jamaica, case	....	3 50
Grapes, Cal., box	....	2 25
Grapes, Can., small basket	....	0 18
Lemons, Messinas—		
Extra fancy, 300 size	....	3 50
Limes, small boxes	....	1 25
Oranges—		
Cal. late Valencia, 150-176-200-216	....	3 50
Cal., 100-126-150-288 size box	....	3 25

VEGETABLES.—Business has improved slightly, but not much, Stuff is perhaps a little harder to get. A frost two weeks ago destroyed thousands of lars' worth of produce, including lettuce, peppers, corn, tomatoes, and did much damage to the crop of cauliflowers. The last are worth $1 per dozen—good ones—the poor ones bringing about 50c. Potatoes are in big demand. Roughly speaking, they are worth a cent per lb., although 80-lb. bags can be secured for 65c. American beans are being brought in. Spinach, which will be done shortly, is bringing 50c per box. Cabbage brings as low as 25c per dozen. There is quite a lot on the market. Corn is practically over, though there are one or two bags of Gentleman corn still on the market. Carrots, parsnips, beets and turnips are all plentiful, bringing 50c to 75c per bag. Local artichokes are arriving, worth around $1.50 bag. Local cucumbers are nearly done, and will later come from the States. They were very cheap two weeks ago, but were injured by the frost. The price is now 40c to 50c per dozen. Celery is cheaper, but poor in quality. Good stock costs $1. Egg plants are small, and are nearly through. Head lettuce is arriving from Boston, bringing $1.75 box of two dozen. Local curly lettuce now arriving, $1.40 box of four doz. Spanish onions are slightly dearer. Parsley is plentiful, at 10c to 15c dozen bunches. Rhubarb is through, and there will be no more until spring. Tomatoes, which were injured by frost, are away up in price, good ones bringing $1 per box.

Beans, American, basket	....	3 00
Beets, bag	0 50	0 75
Cabbage, per dozen	0 25	0 50
Carrots, bag	0 50	0 75
Cauliflower, dozen	0 50	1 00
Cucumbers, dozen	0 40	0 50
Celery, bunch	0 25	1 00
Egg plant, per dozen	....	0 40
Lettuce, head, per doz.	....	1 75
Curly lettuce, per doz.	....	1 40
Onions—		
Spanish, per case	....	3 00
Spanish, per ½ case	....	1 00
Native, per doz. bunches	0 30	1 00
Red, 100-lb. bags	....	1 25
Parsnips, bag	....	0 75
Parsley, doz. bunches	0 10	0 15
Peppers, green, 3½ qt. basket	....	0 50
Potatoes—		
Montreal, bag	0 65	0 80
Potatoes, sweet, Jersey, hpr.	....	1 50
Spinach, Montreal, in boxes	....	0 50
Turnips, bag	0 50	0 75
Tomatoes, Montreal, box	0 50	1 50
Tomatoes, hothouse, lb.	....	0 10
Watercress, doz.	....	0 40

TORONTO.

FRUITS.—Trade picked up somewhat for the Thanksgiving season, but cool weather may now be looked for and the supplies which are coming in are light. This will probably be the last week of the Toronto summer market and dealers are preparing to get back to permanent quarters for the winter. Only late varieties are now arriving with plentiful quantities of grapes and heavy supplies of fall apples; pears too are coming freely. Heavy shipments of grape fruit are now coming again and the prices are somewhat easier. Lemons, too, are slightly lower in price.

Apples—		
Canadian, barrel	1 75	2 50
Crab, basket	0 25	0 35
Bananas, per bunch	1 50	2 00
Cantaloupes—		
Canadian, basket	0 40	0 60
Colorado, crate	....	1 75
Cocoanuts, sack	....	3 75
Cranberries	6 50	7 00
Elderberries	0 20	0 25
Grapes—		
Canadian, 6-qt. bkts.	0 16	0 20
Tokays	1 90	2 00
Oranges—		
California, late Valencias	3 00	3 25
Lemons, Verdilla	4 00	4 75
Limes, per 100	....	1 25
Pears—		
California, box	....	3 25
Bartletts, basket	0 50	0 75
Clapps Favorite	0 40	0 50
Flemish Beauties, basket	....	0 40
Keefers, basket	0 20	0 30
Peaches, Colorado, box	1 20	1 25
Pineapples, Porto Rico, case 10	....	4 50
Quinces	0 60	0 75
Watermelons	0 25	0 40
Grape fruit	4 25	4 50

VEGETABLES.—There is a heavy supply of late vegetables on the market. It is evident that the high prices which prevailed for such varieties as carrots, parsnips, and beets a year ago had the effect of encouraging heavy plantings this year and the result is that with the war conditions decreasing the buying power of the people there are very low prices being bid. Potatoes are cheap. In Ontario the harvest has been under almost ideal conditions and there is a big yield. Demand is not strong and the prices this week are down to 65c and 70c for Ontarios and 75c for Delawares. Peppers have declined materially and onions are also cheaper.

Beets, Canadian, bag	....	0 75
Beans, Canadian, basket	0 25	0 35
Cabbage, Canadian, dozen	0 35	0 40
Carrots, bag	....	0 75
Cauliflower, doz.	....	1 00
Citrons, doz.	0 75	1 00
Egg Plant, 11 qt. basket	0 25	0 35
Cucumbers—		
Slicing	....	0 25
Medium pickling sizes	0 35	0 75
Gherkins	0 35	0 50
Celery, doz.	0 35	0 60
Corn, per doz.	0 10	0 12½
Mushrooms, per lb.	0 60	0 75
Water Cress, 11 qt. basket	....	0 50
Onions—		
Spanish, big crate	3 00	3 15
Can., 75-lb. bags	1 00	1 10
Green peppers, basket	0 35	0 40
Red peppers	0 65	0 70
Potatoes, Canadian, per bag	0 65	0 75
Parsley, basket, 11-qt.	0 30	0 35
Pumpkins	0 10	0 20
Tomatoes, Canadian, basket	0 20	0 30
Turnips, bag	....	0 50
Sweet potatoes, hamper	1 25	1 50
Squash, Hubbard, doz.	....	0 75
Lettuce, box	....	2 00
Parsnips, Canadian, bag	....	0 75

WINNIPEG.

FRUIT.—Though there is a good demand for apples, stimulated no doubt to some extent by the advertising which the Dominion Government is doing, the fruit market is yet quiet. Oranges have advanced in price, being now quoted at $4. Peaches and plums are practically off the market. Pears are very strong, selling around $3. and in bbls. up to $4.75. People seem to be feeling the need of economy still, and fruit sales have dropped off.

Apples—		
Washington	....	1 25
Apples, bbls.	....	3 50
B. C. Box Apples	....	1 75
Cranberries, bbl.		7 75
Bananas, lb.		0 04½
Lemons—		
California	....	6 50
Messina	....	6 50
Oranges—		
California Valencias		4 00
Pears	2 75	3 00
Pears, Michigan, in bbls.	4 50	4 75
Grapes, Ontario, basket		0 25
Cal. Tokays	....	2 00

VEGETABLES. — California onions have dropped still further in price, being quoted at $2. For these there is a fair demand, also for sweet potatoes, which are 25c lower than a week ago. B. C. celery is selling well.

Celery, B.C.	....	0 07
Head lettuce, Minnesota, hampers	....	3 50
Onions—		
Cal., 100-lb. sacks	....	2 00
Valencia, per case	....	4 50
Parsley, per doz. bunches	..	0 40
Sweet potatoes	4 25	4 50
B. C. Celery, per case	....	6 50

Employees of the wholesale grocery establishments of Winnipeg were given a reception at the Y. M. C. A. recently. About 100 men were present. They were shown the building and entertained with exhibitions in the gymnasium and swimming pool. This was one of a series of receptions being given to business men in various lines of employment in Winnipeg.

Hogs, Ham and Bacon Again Show Decline

Another Reduction of Half Cent With Easier Hog Market—Holiday Prices For Turkeys Ruled High—Butter and Egg Markets Are Easier, But Cheese Keeps Firm.

MONTREAL.

PROVISIONS.—Cottonseed oil has declined to such an extent it cannot but have a weakening effect on the compound lard market. Cottonseed oil is almost fifty per cent. cheaper to-day than it was in July, this being the lowest price for many years. The local pure lard market is down ½c. Barrelled pork is selling $1 per bbl. less than a week ago, following reduction made in Chicago. The weak feeling which has characterized the live hog market for some weeks continues, and prices are expected to go still lower.

Hams—		**Per lb.**
Medium, per lb.	....	0 19
Large, per lb.	....	0 18
Backs—		
Plain, bone in	....	0 24
Light, per lb.	....	0 22
Boneless	....	0 26
Peameal	....	0 27
Bacon—		
Breakfast, per lb.	0 19	0 20
Roll	....	0 17
Shoulders, bone in	....	0 15
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	....	0 28
Hams, roast, per lb.	....	0 29
Shoulders, boiled	....	0 27
Shoulders, roasted	....	0 28
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—		**Per bbl.**
Heavy short cut mess	....	31 00
Heavy short cut clear	....	31 00
Clear fat pork	....	30 00
Clear pork	....	29 00
Lard, Pure—		**Per lb.**
Tierces, 350 lbs., net	....	0 13¼
Tubs, 50 lbs. net	....	0 14
Boxes, 50 lbs. net	....	0 13½
Pails, wood, 20 lbs. gross	....	0 13¾
Pails, tin, 20 lbs. gross	....	0 13¼
Cases, 10-lb. tins, 60 in case	....	0 14
Cases, 3 and 5-lb. tins, 60 in case	....	0 14¼
Bricks, 1 lb., each	....	0 14½
Lard, Compound—		
Tierces, 375 lbs., net	....	0 10¾
Tubs, 50 lbs., net	....	0 11
Boxes, 50 lbs., net	....	0 11
Pails, wood, 20 lbs., net	....	0 11¼
Pails, tin, 20 lbs., gross	....	0 11¼
Cases, 10-lb. tins, 60 in case	....	0 12
Cases, 3 and 5-lb. tins, 60 in case	....	0 12
Bricks, 1 lb. each	....	0 13
Hogs—		**Per cwt.**
Dressed, abattoir killed	....	13 50

BUTTER.—The market firmed up considerably during last weekend, but the price to the grocer has not yet been changed. This condition is attributed to bigger outside demand, and less coming in.

Butter—		
Finest creamery, new milk	....	0 25⅝
Dairy butter	0 23	0 24

CHEESE.—Almost the same conditions prevail this week as last. The market is firm at 15 to 16 cents for new.

Cheese—		
New make	0 15	0 16
Old specials, per lb.	....	0 18
Stilton	....	0 18

EGGS.—Price for new laids is quoted as high as 35 cents for new laids, fresh eggs being a little scarce at this time. Otherwise the market is much the same as last week.

Eggs, case lots—		
New laids	....	0 35
Selects	....	0 29
No. 1s	....	0 26
Splits	0 20	0 22

HONEY.—Large quantities of honey are being brought in, but prices remain firm. Only a fair demand.

	White Clover per lb.	Buckwheat per lb.
Honey—		
Barrels	0 11½	0 08
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12½	0 10
Comb, 13-14 oz. section	0 17—0 18	0 14—0 16

POULTRY.—Thanksgiving holidays accounted for a little briskness, which has continued throughout the Jewish holidays just concluded. From now on things will be quiet, and much lower prices will prevail. Live fowl are quoted 15c to 16c.

Fresh Stock—		
Fowls, 5 lb. and up	....	0 15
Fowls, 3 to 4½ lb.	0 12	0 14
Old cocks	0 10	0 11
Fancy fat milk-fed chickens	0 14	0 17
Chickens	0 12	0 14
Young ducks	....	0 12
Old ducks	0 10	0 11
Geese	0 10	0 11

TORONTO.

PROVISIONS.—The better hams and breakfast bacon, together with the cooked meats, show an additional half cent decline this week. For this there are several reasons. Hogs continue easier with the export market interfered with; war conditions have reduced home consumption of higher-priced foods and the fall season naturally sees a falling off in demand for these lines. The volume of business passing is not large at this time and is rather small even for the season.

Hams—		
Light, per lb.	0 19	0 19½
Medium, per lb.	0 18½	0 19
Large, per lb.	0 17½	0 18½
Backs—		
Backs, per lb.	0 23½	0 24½
Boneless, per lb.	0 24½	0 25½
Pea meal, per lb.	0 24½	0 25½
Bacon—		
Breakfast, per lb.	0 19	0 20
Roll, per lb.	0 15	0 15½
Shoulders, per lb.	0 14	0 14½
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14	0 14¾
Cooked Meats—		
Hams, boiled, per lb.	0 27	0 28
Hams, roast, per lb.	0 26½	0 27½
Shoulders, boiled, per lb.	0 22	0 23
Shoulders, roast, per lb.	0 22	0 23
Barrelled Pork—		
Heavy mess pork, per bbl.	26 00	28 00
Short cut, per bbl.	30 00	32 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 12¼	0 12¾
Tubs, 60 lbs.	0 12½	0 12¾
Pails	0 13	0 13¼
Tins, 3 and 5 lbs., per lb.	0 13¼	0 13¾
Bricks, 1 lb., per lb.	0 14	0 14¾
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09¼	0 09¾
Tubs, 50 lbs., per lb.	0 09½	0 10
Pails, 20 lbs., per lb.	0 09¾	0 10½
Hogs—		
F.O.B., live, per cwt.	....	7 90
Live, fed and watered, per cwt.	....	8 25
Dressed, per cwt.	13 00	13 25

BUTTER.—The fact that there is no outside demand for butter coupled with open fall conditions and heavy yields from country herds, has had the effect of causing further weakness in this market, although there has been no material decline in price. Dealers are looking for improved conditions with more seasonable weather.

Butter—		
Creamery prints, fresh made	0 28	0 30
Separator prints	0 27	0 28
Dairy prints, choice	0 26	0 27
Dairy, solids	0 22	0 24
Bakers	0 18	0 20

CHEESE.—Favorable conditions on the other side for export business are holding this market firm with continued high prices. At the moment there is not much activity, but it is expected that by the end of the week there will be another response from the Old Country and that further shipments will go forward.

Cheese—		
Old, large	0 17¼	0 17½
Old, twins	0 17½	0 18
New, large	0 16	0 16¼
New, twins	0 16¼	0 16½

EGGS.—The market is easier, although there is no material change in the prices. Situation is that demand for strictly fresh gathered stocks has been weakened by competition of storage goods. Cooler weather should benefit this market also.

Eggs, case lots—		**Per dozen.**
Strictly new laid, in cartons	0 31	0 32
Selects	0 30	0 31
Straights	0 27	0 28
Trade eggs	0 22	0 23

POULTRY.—Market is quiet. Thanksgiving caused some activity in demand for turkeys. but hardly so much as usual on account of the holiday being so early this year. There was big range in prices. Where there was a demand good birds brought as high as 33c to the trade and this figure ranged down to 23c, and there were some sales made as low as 18c. Following the holiday, prices have receeded to old level and there is not much interest.

	Live.	Dressed.
Fresh Stock—		
Fowl	0 08—0 09	0 14
Spring chicken, lb.	0 10—0 11	0 13
Turkeys, young	0 15	0 18
Turkeys, old Tom	0 13	0 15
Ducklings	0 08—0 10	0 14
Ducks	0 08—0 10	0 14—0 15
Geese	0 08—0 09	0 12—0 14

HONEY.—There appears to be a little more interest in this market, and there is a firmer tone to some of the quotations.

Honey—		
Clover honey, bbls., per lb.	0 11	0 11½
60 lb. tins	0 12	0 12½
20 lb. tins	....	0 12
5-10 lb. tins	0 12½	0 13
2½ lb. tins	0 13	0 13½
Comb	2 40	2 50

WINNIPEG.

PROVISIONS.—The firm tone to market continues, and, while no great advances have been struck, there is a likelihood that a movement along this line will occur shortly.

In cured meats and lard, prices remain as a week ago. The receipts of hogs and other cattle have been good this year—a little better even than in 1913. The percentage of these receipts found good enough for packing, however, has not been anything like as good as a year ago.

This condition is undoubtedly due to the fact that certain sections this year have not had good enough crops to enable the proper feeding of cattle.

Cured Meats—		
Hams, per lb.	....	0 22
Shoulders, per lb.	....	0 15
Bacon, per lb.	....	0 25
Long clear, D.S., per lb.	....	0 14
Mess pork, bbl.	....	28 00
Lard—		
Tierces	....	0 12
Tubs, 60s	....	7 35
Pails, 20s	....	2 50
Cases, 5s	....	7 80
Cases, 3s	....	7 80

BUTTER.—The whole tone is firm. No butter is being received now, and it is expected that there will be advances. A slightly higher price is almost certain to come if there is any exporting demand, and this now seems very likely.

Butter—		
Creamery, Manitoba	....	0 30
Dairy	....	0 25
Cooking	0 19	0 21

CHEESE.—No price change here. The market continues weak.

Cheese—		
New, large	....	0 16½
New twins	....	0 17

EGGS.—Another advance has been struck, due to the fact that there are no current receipts, and also to the fact that exporting has commenced. It may be that eggs will be taken out of Canada in rather large quantities, and if such is the case still higher prices are to be expected. Extra 1st's have moved up 2 cents during the week.

Eggs—		
Extra firsts	....	0 27
Checks	0 15	0 16
Extra, in cartons	....	0 30

ADVICE TO FRUIT SHIPPERS.

Government Suggests Precautions in Regard to Sending Apples to Western Canada.

With such a big crop of apples in Ontario this fall, the Western market looks very attractive for the farmer and apple dealer. But it should be remembered that this market is not at the back door of the grower and that as soon as the cold weather comes there are difficulties of transportation. Warning of these difficulties is given in a bulletin issued by the Fruit branch of the Department of Agriculture under date of Oct. 10.

This bulletin reprints a notice which has been issued by the railroads that they will not guarantee safe delivery of fruit shipped by the lake and rail route after the 15th of October. This applies to apples being shipped from Eastern Canada to points west of Port Huron. However, at the same time the railroad notice states that every possible protection will be taken and that refrigerator cars will be supplied where possible. Also shippers will be permitted to heat cars and there will be no charge made for transporting attendants where they accompany the shipments to look after fires.

The Department offers the advice to shippers that they should use the all-rail route rather than the lake and rail and not take chances until such time as the railroad offer a guarantee of refrigerator cars for taking fruit from the head of the lakes.

Shippers are also advised to put false floors in the cars so as to give an air space between the apples and the floor and to line the car with felt paper, using the same material on the outside and paying particular attention to stopping all vents. They are advised to state on the bill of lading that the shipment is fruit, and liable to damage by cold.

THE MERCHANT AND HIS AD.

Here are some good suggestions offered by the editor of a weekly newspaper on advertising:

"The merchant who slings his 'ad' together any old way and then wonders why it doesn't bring business, or who makes exaggerated claims and fails to back up his assertions, brings discredit to advertising generally, and is doing injustice to the honest and practical advertiser.

"An 'ad' to be a business getter must be honest, snappy and attractive. The reader will then get the habit of looking for its weekly appearance. And it is still more important that the merchant back up his advertising. If goods are advertised at such and such a price they should be plainly marked and sold at that price; and, further, they should be on prominent display. It means a little trouble, but it is well worth while.

"If an odd merchant here and there concludes that his advertising is not paying he can rightly take it for granted that it is not the public's fault, but his own. Advertising generally has too high a reputation, as a salesman to be discredited by any one merchant who fails to make it a success."

War Affects Zinc and Glass Importations

A manufacturer of woodenware, washboards, etc., gives the following interesting information on the situation:—

We have not found conditions to be much affected by the war, except washboards, which are made of zinc or with a zinc face, war having cut off our supply of Belgium zinc, we have to replace it with American zinc at a higher price.

"The war has also prevented the easy importation of glass for glass washboards, necessitating a change of source of supply temporarily. We, on the other hand, are not finding any increase in business on account of the war, the lines of woodenware that we manufacture are not such as have been imported from Germany, although we notice in the papers that woodenware is given as a line that is imported, but imported woodenware consists principally of small turnings, such as rolling pins, turned butter moulds, turned bread plates, salt boxes, and small special lines like this, which have never been marketed in this country in sufficient quantities to warrant anyone manufacturing them here, although we have gone into the question several times.

"We do not believe that even with the importation of these articles cut off there are enough of them used to warrant anyone manufacturing in this country, but undoubtedly they will be substituted by Canadian-made articles of some other type. We believe that there is, however, a great market that the Germans have lost, and that we, as Canadian manufacturers, should capture and hold indefinitely, in replacing German-made goods of others lines as well as exporting to other countries that were supplied from Germany many lines that we have not felt previously that we could compete with Germany in.

"This does not refer to woodenware, but to other lines, as the Germans have not been large manufacturers of woodenware, such as we make. The writer was recently in the United States and visited a town where there were two large toy factories, both of which had been shut down until recently but are now working night and day, making wooden horses, rocking horses, of all kinds, doll furniture and houses, and other wooden toys, which are replacing German-made goods, that had previously cut them out of the American market."

Cool Weather Welcome in Fish and Oyster Trade

Business Has Been Dull With Unseasonable Warmth—Number of Price Changes Which Indicate The Basis for the Winter Season's Business.

MONTREAL.

FISH AND OYSTERS.—Feature of the fresh fish trade is scarcity of halibut, due to the stormy weather on the Pacific Coast, where these are being caught exclusively at present. Frozen halibut are beginning to arrive. This will help to maintain normal supplies, while fresh supplies are difficult to secure. In the meantime, prices are higher. All kinds of lake fish are plentiful, except whitefish, which have advanced slightly.

Smoked fish are now coming in freely, and with cooler weather the demand will be more active, especially for haddies. It is rather early in the season to handle fillets to advantage, as they spoil quickly when the weather is mild, but haddies, kippers and bloaters are now selling freely. Boneless and prepared fish are meeting with the usual fall demand. All pickled and salted fish, except Labrador herring, are meeting with ready sale, and as prices will not go lower, dealers from outside points are buying provisions of herring and other salt fish for the fall and early winter trade.

Demand for oysters has been very disappointing, the sale being affected to a large extent by the unseasonable weather. With cooler weather, dealers are looking for an increased demand throughout the balance of October, as the regular season is now in full swing.

TORONTO.

FISH AND OYSTERS.—Fish and oyster dealers welcome the cool weather. For some weeks the heat has been so unseasonable that there has been little demand for oysters and no opportunity for pushing smoked lines which cannot be easily iced. Now, however, there should be a stronger demand. Holiday trade helped the oyster business for some days but hardly as much as usual when Thanksgiving is later in the season. There are a number of price adjustments made this week which give some indication of the basis of business for the season. Changes show little material difference in the general prices prevailing and fish can be offered this fall and winter at practically the same prices as in the past.

FRESH FISH.

	Montreal	Toronto
Halibut, fancy, express, per lb.	0 13	0 12
Haddock, fancy, express, lb.	0 06	0 07
Steak cod, fancy, express, lb.	0 08	0 09
Market cod, per lb.	0 05	....
Flounders, fancy, express, lb.	0 08	0 08
Gaspe salmon, per lb.	0 16	....
B. C. salmon	0 16	0 14
Chilled salmon	0 15	....
Dressed bullheads, per lb.	0 10	0 10
Whitefish, per lb.	0 12	0 12
Lake trout, per lb.	0 11	0 12
Bluefish, per lb.	0 15	0 12
Herrings, per 100 count	3 00	....
Herring, lb.	....	0 07
Dore, per lb.	0 11	0 12
Mackerel, per lb.	0 12	....
Swordfish	0 11	0 12
Sea bass, per lb., black	0 14	0 15
Pike, per lb.	0 08	0 07-0 08
Perch, per lb.	0 05	0 07
Carp	0 09	....
Eels	0 08	0 10
Pickerel	....	0 07

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.	.08	.08-.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½-.08	.08-.09
Haddies, fillets, per lb.	.11	.12
Haddies, Niobe, boneless, per lb.	.09	...
Herring, Ciscoe	1.80	.12
St. John boaters, 100 in box	1.00	1.20
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.20	...
Smoked boneless herrings, 10-lb. box	1.20	...
Kippered herrings, selected, 60 in box	1.25	1.35-1.60
Smoked salmon, per lb.	.22	.23
Kippered herrings, ordinary, 60 in box	1.10	1.25
Ciscoe herrings, basket of 15 lbs.	1.75	1.80
Smoked halibut	....	.20

FROZEN FISH—SEA FISH.

Salmon—	Montreal	Toronto
Gaspe, large, per lb.	....	.12
Red, steel heads, per lb.	.12-.13	.12-.13
Red, sockeyes, per lb.	.10-.11	.11
Red, Cohoes or silvers, lb.	.10	.11
Pale, qualla, dressed, per lb.	.07-.07½	.08½
Pale, qualla, dressed, per lb.	.07-.07½	.09
Halibut, white western, large and medium, per lb.	.07¼-.08	.10
Halibut, eastern chicken and medium, per lb.	.09	...
Mackerel, bloater, per lb.	.07-.08	.09
Haddock, medium and large, lb.	.05½-.06	.07-.08
Market codfish, per lb.	.05-.05½	.07-.08
Steak codfish, per lb.	.06½-.07	.09
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.16-.17	.15

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.10-.11	.11-.12
White fish, small tulibees, per lb.	.06½-.07	.07
Lake trout, large and medium, lb.	.11-.12	.12
Dore, dress or round, lb.	.09-.10	.09-.10
Pike, dressed and headless, lb.	.06½-.07	.06
Pike, round, per lb.	.06-.06½	.07-.08

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	21 00	....
Salmon, Labrador, bbls., 200 lbs.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	8 00	....
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	11 50	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	6 50
Mackerel, N.S., bbls., 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lb.	1 75	....
Herrings, Labrador, bbls.	6 00	....
Herrings, Labrador, half bbls.	3 25	....
Herrings, Nova Scotia, bbls.	6 00	6 25
Herrings, Nova Scotia, half bbls.	3 25	3 40
Lake trout, half bbls.	....	8 00
Quebec sardines, bbls.	5 00	....
Quebec sardines, half bbls.	2 75	....
Tongues and sounds, per lb.	0 07½	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imp'ted milkers, hf bbls	7 00	....
Holland herrings, imp'ted milkers, kegs.	0 85	0 70—1 00
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs	0 75	0 65-0 95
Lochfyne herrings, box	1 35	....

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	....
Dried pollock, medium and large, 100 lb.	6 00	....
Dressed or skinless codfish, 100-lb. case.	7 50	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs. per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs. per lb.	0 07	0 07
Boneless codfish, strips, 30-lb. boxes	0 10	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, ½-lb. each, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standards, solid meats, gal.	1 75	1 75
Standards, ordinary, gal.	1 50	1 65
Selects, per gal.	2 00	2 00
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 00	....
Best prawns, imp. gallon	2 00	....
Best shrimps, imp. gallon	2 25	....
Sealed, best standards, quart cans, each	0 35	....
Sealed, best select, quart cans, each	0 45	....

OYSTERS, CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Oysters, per gal.	1 65	2 10
Cape Cod shell oysters, per bbl.	9 00	....
Malpeque, shell oysters, selected J.A.P., per bbl.	9 00	....
Malpeque, shell oysters, C.C.I., bbl.	11 00	....
Clams, per bbl.	6 00	....
Mussels, per bbl.	5 00	....
Live lobsters, medium and large, lb.	0 30	....
Boiled lobsters, medium and large, lb.	0 32	....
Soft shelled crabs, doz.	....	....
Winkles, bush.	....	....
Little Necks, per 100	....	....

WINNIPEG.

FISH.—During warm weather, which lasted here well through first week in October, the sale of fish failed to reach the amount which had been expected. A change has come now, however, and it seems likely that a great improvement will be noticed. Oysters have not been moving freely, but are almost sure to be in demand from now on. Prevailing quotations for fresh fish at the present time are:—

Fish—		
Whitefish, per lb.	....	0 09
Pickerel	....	0 08
Trout	....	0 12½
Gold eyes	....	0 03½
Jackfish	....	0 05
Halibut	....	0 11
Salmon	....	0 15
Fresh sole	....	0 10
Fresh cod	....	0 12½
Fresh smelts	....	0 11
Oysters, per gal.	....	2 75
Shell oysters, per cwt.	....	2 00
Shell oysters, per bbl.	....	17 00

SUGAR SUPPLIES FOR SCOTLAND

"With the Government controlling the sugar imports, there is a more even distribution of the raw material in this country than formerly," says the Scottish Trader, of Glasgow. "It is understood that the arrangement for the Clyde is that 20,000 tons of unrefined sugar will be sent to Greenock each month, and an effort is to be made to equalize the imports by having a regular flow of 5,000 tons every week, as it takes practically this amount to keep the Greenock refineries working. This weekly arrangement has not been possible as yet, but 20,000 tons of sugar are being brought to the Clyde just now, and are expected within the next ten days. These are in three cargoes, and one of these, of 10,000 tons, will easily eclipse any previous sugar cargo in Clyde waters."

INSTALLING NEW EQUIPMENT.

(Continued from page 21.)

P. Williston, Chatham, N.B.
Chas. Assayuf, Loggieville, N.B.
L. N. & D. V. Allain, Loggieville, N.B.
Jas. Bodeau, Caraquet, N.B.
M. A. M. Aziz, Caraquet, N.B.
T. A. Landry, Nash Creek, N.B.
J. A. Culligan, Culligan's Sdg., N.B.

It will be seen that this is quite a formidable list, but it should be understood that it represents but a small percentage of the additions in equipment in Canadian grocery and general stores since the war began. It demonstrates that there is a feeling of optimism in the trade that will not down, and that business on the whole is good.

A well-filled Pocket Book

is a guarantee against hard times. Many persons of moderate income are increasing their salaries by representing us during their spare time. Our representatives are earning from five to thirty dollars a week during their off-time by taking new subscriptions and renewals for MacLean's Magazine and The Farmer's Magazine among their friends and acquaintances.

MacLean's Magazine is the largest and most influential monthly in Canada, presenting articles on national subjects and strong Canadian fiction in addition to a digest of world events.

Farmer's Magazine is the herald of agricultural progress—a monthly magazine which deals with the problems of the farm in virile and readable form.

Let us show you how you can earn the extra money you need.

Write to-day to

The Agency Division

THE MACLEAN PUBLISHING CO.
LIMITED

143-153 University Ave, TORONTO

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs.	$ 2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 80
No. 10 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 30
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs.	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER

Sizes	Per doz.
Royal—Dime	$ 0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—when packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal. $2. $3. $5. $10. $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books.	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN.	Per case.
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	$2 88
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	3 30
King's Food, 2 doz. to case, weight 95 lbs.	5 20
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 30
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 30

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars.

	Per doz.
Strawberry, 1914 pack	$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—

Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz in box, per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35

The money is here
your goods are needed



The Western harvest returns are big—your goods are needed. Are you going to get in on the vast and profitable Western market or leave it to your competitor? It is your opportunity to increase sales.

We are right on the ground with seven large warehouses and a large staff of efficient salesmen ready to place your goods before the buyer in a way that will produce certain results.

We have an intimate knowledge of the commercial conditions, and we will give you conscientious, thorough, and satisfactory service.

We handle goods on a commission basis, and are open for any line not competing with those we already carry.

Write for terms and particulars.

Nicholson & Bain, Wholesale Commission Merchants and Grocers **Winnipeg, Man.**

Branches: Regina, Saskatoon, Edmonton, Calgary, Lethbridge, Vancouver

A tip on the side, Mr. Grocer



Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

St. George Brand Coffee, 2 doz. in case	**$4.80**
St. George Evaporated Milk, 4 doz. in case	**3.60**
Banner Condensed Milk, 4 doz. in case	**5.25**
Princess Condensed Milk, 4 doz. in case	**4.50**
Premier Machine Skimmed, 4 doz. in case	**3.80**

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

ST. GEORGE, ONTARIO

WHITE SWAN

"I'M ON A DIET"

"My Doctor says I'm not to eat pastry nor starchy foods, etc., etc."

This is a poser and cheats you out of a lot of nice business. You don't sell this customer all you should. But still he's got to live. He's got to eat some nourishing food.

White Swan Diet Flour is specially prepared to fill this demand. It is rich in Gluten. It is a health-builder that has the hearty recommendation of Canada's leading physicians, and is especially recommended for use in Diabetes.

Diet Flour opens up a new source of revenue. It is a permanent business-builder that gives you a handsome profit.

It is "Made in Canada" and costs you

Per case of 1 doz. 5-lb. bags.....$4.80
Shipping weight, 70 lbs. per case.

Tear out and mail this page, marking on the margin the quantity you want. Your order will receive prompt and careful attention. Or, if you want our salesman to call, just say so.

WHITE SWAN SPICES AND CEREALS, LIMITED
TORONTO, ONTARIO

Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 00
Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 90
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 38
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 5c bars, 24 bars, per box	0 90
Almond nut bars, 24 bars per box	0 90

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 30
Navy chocolate, ½'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ½'s	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case.
Eagle Brand, each 4 doz.	$ 6 25
Reindeer Brand, each 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 60
Gold Seal Brand, each 4 doz.	5 60
Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each, 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. tins, 2 doz. to case, weight 35 lbs.	39
1 lb. tins, 4 doz. to case, weight 80 lbs.	38

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb. tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, per lb.	27

Shipping weight, 50 lbs. per case.

MINTO BROS.

MELAGAMA COFFEE.

1s, ½s, B. or G.	0 25	0 30
Do.,	0 32	0 40
Do., 1s	0 35	0 45
Do., 1s	0 38	0 50

MINTO COFFEE (Bulk).

M Bean or Gr.	0 38
I Bean or Gr.	0 35
N Bean or Gr.	0 32
T Bean or Gr.	0 30
O Bean or Gr.	0 38
Spec. Gr. Compound	0 25

Packed in 30's and 50-lb. case.
Terms—Net 30 days prepaid.

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	$1 15
2 oz. bottles, per doz., weight, 4 lbs.	2 20
2½ oz. bottles, per doz., weight 6 lbs.	2 50
4 oz. bottles, per doz., weight 7 lbs.	4 00
8 oz. bottles, per doz., weight 14 lbs.	7 50
16 oz. bottles, per doz., weight 23 lbs.	14 40
32 oz. bottles, per doz., weight 40 lbs.	28 80
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE

Special Delivered Price for Canada

	Per doz.
½-oz. (4 doz. case) weight 9 lbs., retail each 15c.	$1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each $1.50	13.00
Pint (1 doz. case), weight 29 lbs., retail each $3	25 00
Quart (1 doz. case), weight 53 lbs., retail each $5.50	47 75
Gallons, each, retail each $20	17 15

Sell Canadian Blended Tea

MELAGAMA

The Tea of noted reputation.

Sale and quality guaranteed or money refunded. Freight paid.

N.B.—Bulk Tea and Coffee samples and quotations cheerfully forwarded.

MINTO BROS., LIMITED

TORONTO

LARGEST MAKERS IN THE WORLD

TIN FOIL, ALL DESCRIPTIONS

TEA LEAD, ALL GAUGES and SIZES

METAL BOTTLE CAPSULES

ANY SIZE, COLOR or STAMPING

COLLAPSIBLE TUBES, Plain or Colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use—stating qualities—
We will give you BEST QUALITY—BEST DELIVERY—BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road **LONDON N., ENGLAND**

New Shipment just arrived

With the arrival of this shipment of **King Oscar Brand Sardines** from Norway we will be in a position to fill all standing orders and a few extras. If your supply is low we would advise an immediate placing of your order.

King Oscar *Brand* Sardines

are enjoying an especially large demand. Extensive billboard and magazine advertising campaigns are creating still larger sales.

Sold through the wholesale trade.

Canadian Agents:

John W. Bickle & Greening

(J. A. Henderson)

Hamilton, - - - Canada

Below are the prices fixed by the

British Columbia Packers Association
VANCOUVER, B.C.

for **Maple** and **Clover Leaf** Canned Salmon, which came into force on **Monday, Sept. 21st last.**

LESS THAN 5 CASES.	Doz.	5 CASES OR MORE. All One Brand.	Doz.
1 lb. talls, cases each 4 doz.	$2.52½	1 lb. talls, cases each 4 doz.	$2.50
1 lb. flats, cases each 4 doz.	2.72½	1 lb. flats, cases each 4 doz.	2.70
½ lb. flats, cases each 8 doz.	1.57½	½ lb. flats, cases each 8 doz.	1.55

TERMS: Net, 30 days time, no discount for prepayment.

APPLES

WE OFFER

1,000 Barrels first-class Fall and Winter Apples —all from sprayed orchards.

O. E. Robinson & Co., INGERSOLL ONTARIO

GELATINE.

Knox Plain Sparkling Gelatine (2-qt. size), per doz.. 1 30
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz..... 1 30
Cox's Instant Powdered Gelatine (1-qt. size), per doz. 1 10

W. CLARK, LIMITED, MONTREAL.

Compressed Corned Beef, ½, $1.75; 1, $3.00; 2, $5.50; 6, $17.00; 14, $45.00.
Roast Beef, ½, $1.75; 1, $3.25; 2, $6.25; 6, $18.00.
Boiled Beef, 1, $3.25; 2, $6.25; 6, $18.00.
Jellied Veal, ½, $1.75; 1, $3.25; 2, $5.00; 6, $18.00.
Corned Beef Hash, ½, $1.75; 1, $2.25; 2, $3.35.
Beefsteak & Onions, ½, $1.75; 1, $3.25; 2, $6.00.
Cambridge Sausage, 1, $3.00; 2, $5.00.
Boneless Pigs' Feet, ½, $1.75; 1, $2.50; 2, $5.00.
Lambs' Tongues, ½, $2.50.
Sliced Smoked Beef, Tins, ½, $2; 1, $3.25.
Sliced Smoked Beef, Glass, ¼, $1.50; ½, $2.30; 1, $3.50.
Tongue, Ham and Veal Pate, ½, $1.30.
Ham and Veal Pate, ½, $1.20.
Potted and Devilled Meats, Tins —Beef, Ham, Tongue, Veal, Game—¼, 50c.; ½, $1.00.
Potted Meats, Glass — Chicken, Ham, Tongue, ¼, $1.50.
Ox Tongues—Tins, ½, $2.75, 1, $6.00; 1½, $9.00; 2, $10.50.
Ox Tongues—Glass, 1½, $10.00; 2, $12.00.
Mincemeat—Hermetically sealed tins, 1, $1.25; 2, $1.95; 3, $3; 4, $4; 5, $5.
In Pails, 25 lbs., 8c. lb.
In Tube, 45 lbs., 7½c lb.
In Glass, 1, $2.25.
Plum Pudding, 1, $1.90; 2, $2.40.
Clark's Peanut Butter — Glass Jars, ¼, 95c.; ½, $1.40; 1 $1.85.
Clark's Peanut Butter—Pails 24 lbs., 15c. per lb.
Clark's Tomato Ketchup, 12 oz., $1.95; 16 oz., $2.40.
Pork & Beans, Plain Talls, 1, 60c; 2, $1; 3, $1.40; 6, $4.50; 12, $7.25.
Pork & Beans, Tomato 8c. Talls, 1, 60c; 2, $1.00; 3, $1.40; 6, $4.50; 12, $7.25.
Pork & Beans, Chili Flat, 1, 60c; 2, $1.00; 3, $1.15.
Pork & Beans, Tomato Flats, 1, 60c; 2, $1.00; 3, $1.15.
Pork & Beans, Plain Flats, 1, 60c; 2, $1.00; 3, $1.15.
Vegetarian Baked Beans, Tomato Sauce, Talls, $1.15.
Clark's Chateau Concentrated Soups, 95c.
Clark's Chateau Concentrated Soups, No. 1 Assorted, 95c.

EBY-BLAIN, LIMITED, TORONTO. ANCHOR BRAND.

Ammonia Powder— "Anchor" Per case.
50 cases, 6 doz. $2 50
10 cases, 3 doz. 2 50
5 case lots, freight prepaid, Ontario points .. 2 25

Baking Powder— "Anchor" Per doz.
4 oz. tins, cases 4 doz.... 0 67½
6 oz. tins, cases 4 doz.... 0 90
8 oz. tins, cases 3 doz.... 1 20
12 oz. tins, cases 3 doz... 1 65
16 oz. tins, cases 2 doz... 2 00
2½ lb. tins, cases 1 doz.. 4 50
5-lb. tins, cases 1 doz.... 8 40

Chocolate—Unsweetened— "Anchor"
10c cakes, boxes 2 doz... 0 90
Cocoa—"Anchor" Per doz.
10c tins, cases 4 doz..... 0 90
Per lb.
¼s, tins, cases 4 doz.... 0 36
½s, tins, cases 2 doz.... 0 35
1s, tins, cases 1 doz..... 0 35

Coffee—"Anchor" Per lb.
1 lb. tins, whole or ground, cs., 30 lb. 0 36
2 lb. tins, whole or ground, cs., 30 lb. ... 0 35

Cream of Tartar— "Anchor" Per doz.
2 oz. pkgs., box 4 doz.....$ 0 90
3 oz. pkgs., box 3 doz. 1 35
¼ oz. pkgs., box 4 doz. ... 1 75
½ oz. pkgs., box 4 doz.... 3 50
½ oz. tins, box 4 doz..... 3 75
1 oz. tins, box 2 doz..... 6 00

Flavoring Extracts—"Anchor"
20c bottle .....$ 1 15
½ oz. bottle 2 50
4 oz. bottle 4 00
8 oz. bottle 7 50
16 oz. bottle 14 40
32 oz. bottle 28 80
80 oz. bottle 60 00

Flour—Potato—"Anchor" Per doz.
Cases 2 doz. 1 20
Icings, Prepared—"Anchor"
10c pkgs., cases 3 doz. .. 1 00

Mustard, D.S.F.—"Anchor"
50c tins, boxes 4 doz. ... 0 50
10c tins, boxes 4 doz. ... 0 95
Per lb.
¼s, tins, boxes 12 lbs. ... 0 40
½s, tins, boxes 12 lbs. ... 0 39
1s, tins, boxes 12 lbs. 0 38

Rice, Special Grain— "Anchor." Per doz.
Cases 2 and 4 dozen..... 0 90
"Anchor" Brand Per case.
Shaker Table Salt, free running, cases 2 doz., case. 1 60

"GOLD MEDAL" COFFEE.

Whole or Ground— Per lb.
½ lb. tins, cases 30 lbs... 0 37
1 lb. tins, cases 30 lbs.... 0 36
2 lb. tins, cases 30 lbs.... 0 35

"GOLD MEDAL" ROLLED WHITE OATS.

Per case.
25c pkgs., cases 12 pkgs.... 2 50

"KING" NAPHTHA BORAX WASHING COMPOUND.

5c pkgs., cases 50s 1 90
5c pkgs., cases 100s..... 3 75
10c pkgs., cases 3 doz... 3 50

"KOLONA" CEYLON TEA.

Per lb.
40c black, green or mixed, ½ and 1 lb. pkgs..... 0 30
50c black, green or mixed 0 35
60c black, green or mixed 0 42
80c black, green or mixed 0 55

Per doz.
"Meat of Wheat" Breakfast Food, cases 2 doz.. 1 45
"Wheat - Os" Breakfast Food, cases 2 doz..... 1 45

Per doz.
"Piccaninny" pancake and buckwheat 1 00

LAPORTE, MARTIN, LIMITED. MONTREAL. Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 qts., case.. 6 00
Efficace 6 50
Neptune 7 00
San Rival 8 00

VICHY LEMONADE.

La Savoureuse, 100 pts., cse.10 00

CASTILE SOAP.

"Le Soleil," 72 p.c. Olive Oil.
Cs. 25 11 lb. bars, lb 0 10½
Cs. 200 3½ lb. pieces, cs.. 5 50
Cs. 12 3 lb. bars, lb. 0 11

ALIMENTARY PASTES. BLANC & FILS.

Macaroni, Vermicelli, Spaghetti, Small Pastes, etc.

Box, 25 lbs., 1 lb..... 0 08½
Box, 25 lb., loose 0 08

Imported Peas "Soleil." Per case
Sur Extra Fins, 40½ Flac, cs. $11 00
Sur Extra Fins, 100 ½ kilo, cs. 17 00
Extra Fins, 50 1 kilo, cs... 15 50
Extra Fins, 100 ½ kilo, cs. 16 00
Tres Fins, 100 ½ kilo, cs.. 14 50
Fins, 100 ½ kilo, cs. 12 50
Moyens, No. 2, 100 ½ kilo, cs. 10 00
Moyens, No. 3, 100 ½ kilo, cs. 9 00

MINERVA PURE OLIVE OIL.

Case—
12 litres 8 00
12 quarts 7 00
24 pints 7 50
24 ½ pints 5 00
Tins—
20s, ⅛ gal. 3 00

MINCE MEAT

WE are putting up a line of fine OLD ENGLISH MINCE MEAT in quart self-sealing glass jars that can be sold retail at 35c each, and they contain two and a half pounds net. This is the handiest and neatest way to handle Mince Meat, and it is at the same time, the most profitable.

Our Mince Meat is made of the best new fruits and purest spices, put up under the inspection of the Dominion Government and with the greatest care and cleanliness.

Also Sold in 80-lb. Kegs
40-lb. Kegs
20-lb. Kegs
5-lb. Tins

F.W. Fearman Company
LIMITED
HAMILTON

Continental Grocery Bags

Let the fame of the name be your guide in buying.
REPUTATION is not always "a bubble"—sometimes it is a very beneficial thing—
As witness the reputation (DOMINION WIDE), of the

Continental Grocery Bags

Here are bags whose PRESENT PERFECTION is the cumulative result of constant effort and perfect methods in manufacture. Let this well-won fame decide your choice of Bags, and you will "close the avenue of future regrets."

The Continental Bag & Paper Co., Limited

Manufacturers **Ottawa**

Branches: MONTREAL and TORONTO
Agencies throughout Canada



It seems more than a mere coincidence that the most successful grocers are doing an enviable business in

ROWAT'S MIXED PICKLES

For high quality and large success have ever gone hand in hand. Know what customer satisfaction really is, know what success in pickle trade really is, by getting in touch with one of our distributors to-day.

ROWAT & CO.
Glasgow, Scotland

CANADIAN DISTRIBUTORS
Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the North-west; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

PURITY SALT

"The Salt That Satisfies"

It gives entire satisfaction throughout the year to all its users. It is rightly named because it consists exclusively of fine, dry, even crystals, refined and purified at a saltern of most up-to-the-minute equipment.

The salt for all household purposes—"Purity."

The WESTERN SALT CO., Limited
COURTRIGHT, ONT.



This Is the Bottle!



It contains the purest fruits garnered from the famous Niagara Peninsula, and scientifically packed by a firm that "knows how."

Goodwillie's

Pure Fruits in Glass

have a reputation for quality which is always maintained.

Your wholesaler will quote you prices : : :

Rose & Laflamme, Limited

AGENTS

Montreal and Toronto

Fish and Oysters

Cold, Snappy Days Bring the Demand.

Be Prepared

Remember you can't do business without the goods.

A full stock of saleable lines.

Whitco Brand Haddies. In a class by themselves.

Shredded Codfish **Cod Steak**

Labrador Herrings

Fresh and Frozen Halibut, Salmon, Whitefish and Trout

Kippers **Bloaters** **Fillets**

Oysters—Large and clean. Fresh daily.

A trial will convince you of the merits of our goods.

WHITE & CO., Ltd., Toronto

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F. O. B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63
	Per jar.
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

VERMICELLI AND MACARONI

C. H. CATELLI CO., LIMITED.

Hirondelle Brand.
Prices for Quebec.

	1 lb. pkgs.	loose.
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs., cases	7	6½
Egg noodles, case 10 lbs., loose; cases 60 pkgs., ½ lb. each	7½	7

Marguerite Brand.

Same assortment as above	6½	6

Catelli Brand.

Vermicelli, Macaroni, Spaghetti, 30 lbs. (loose)		5½
30 lb. cases, 1 lb. pkgs		5½

Terms, Net 30 days.
Ontario.

L'ETOILE (STAR) BRAND.

Freight Prepaid.

1 lb. pkg., 25 cases or more	.07½
1 lb. pkg., less than 25 case lots	.07½
5 lb. box, loose, per lb.	.05½
10 lb. box, loose, per lb.	.05½
21 lb., loose, long, per box	1.50

Terms, net 30 days.

WHITE SWAN LYE

Single Cases, 4 doz.	$3 40
3 case lots, 4 doz.	3 30
5 case lots, 4 doz.	3 20

Shipping weight 50 lbs. per case.

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. $ 0.90

List Price.

JELL-O.

Assorted case, contains 2 doz	1 80

Straight.

Lemon, contains 2 doz.	1 80
Orange, contains 2 doz.	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz.	1 50
Cherry, contains 2 doz.	1 80
Peach, contains 2 doz.	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz	2 50

Straight.

Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap.
Packed 100 bars to case.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 90
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD., EDWARDSBURG

BRANDS and

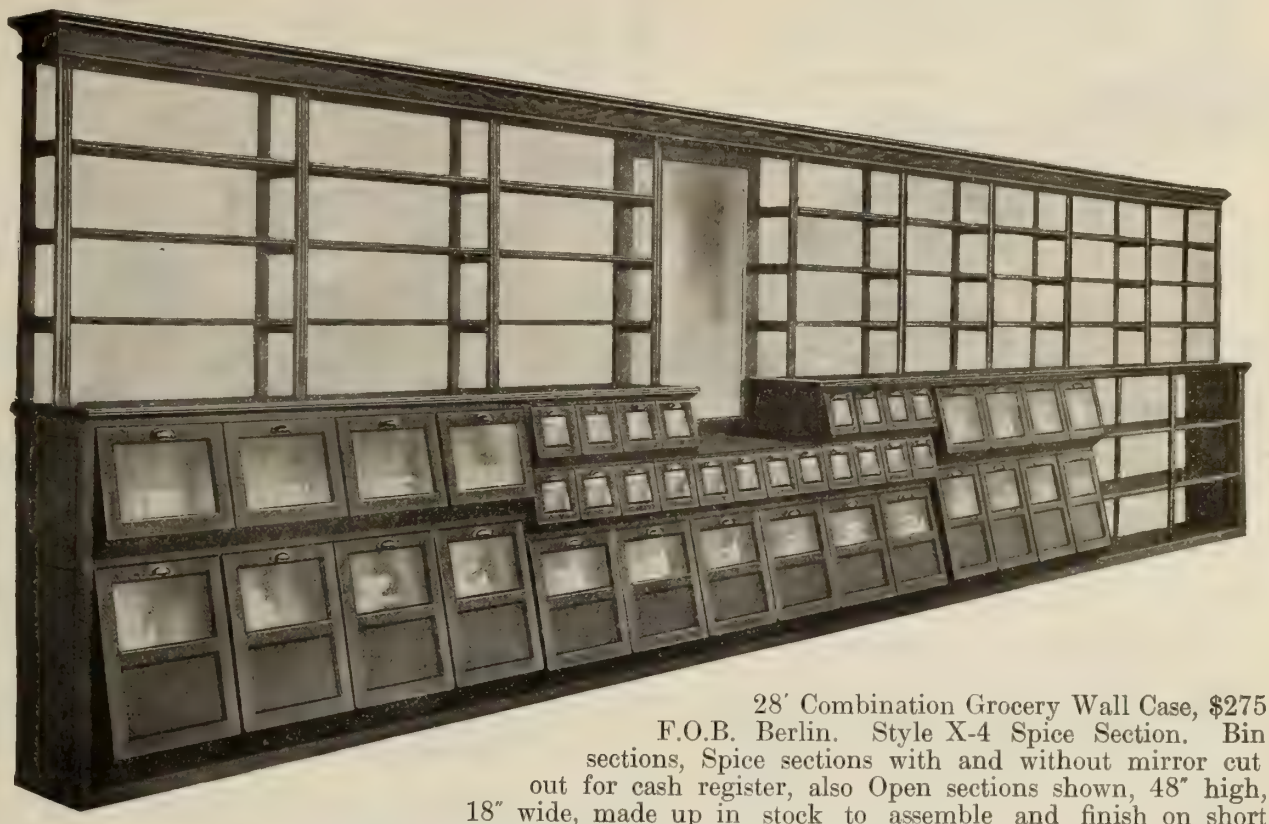
BRANTFORD BRANDS

Boxes.	Cents.
Laundry Starches—	
40 lbs., Canada Laundry	.06¼
40 lbs., Boxes Canada white gloss, 1 lb. pkg.	.06¾
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs., No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs No. 1 white	.06¾
200 lbs., bbls., No. 1 white	.06¾
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water) per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch	.06½
(120-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.60
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07
Barrels, 200 lbs.	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss—	
1-lb. fancy cartons cases 30 lbs.	.07½
8 in case	.07¾
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08
Kegs extra large crystals, 100 lbs.	.07
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07½
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07½
(20-lb. boxes ¼c higher than 40's.	



28′ Combination Grocery Wall Case, $275 F.O.B. Berlin. Style X-4 Spice Section. Bin sections, Spice sections with and without mirror cut out for cash register, also Open sections shown, 48″ high, 18″ wide, made up in stock to assemble and finish on short order in all lengths. Shelving shown is 48″ high and 10″ wide.



Counter No. 11. Best sales counter made. Bevel glass display is up in line of vision and avoids breaking of glass and unsightly appearance often seen in full glass front counters.

With shelves ... .$6.25 ft.
1 row bins .... 8.25 ft.
2 row bins ..... 8.75 ft.

F.O.B. Berlin.

Lengths 10 feet and up. Any variation of rear equipment to order. Use the roomy *Patented Bins,* air-tight and sanitary, instead of awkward, out-of-date drawers for foodstuffs.



Send your floor plan and specifications, and get particulars of refitting to reduce cost of doing business and waste of stock in your store.

The Walker Bin and Store Fixture Co., Ltd.

BERLIN, ONTARIO



Sell Brunswick Brand Sea Foods for Profit and Reputation

They will win for you a larger and more profitable fish trade. The high quality and moderate price of **"Brunswick Brand" Sea Foods** has produced a large trade, which combined with conscientious business methods is constantly increasing. They are proven winners and will add to your prestige as a dealer of quality goods.

Located close to the fishing grounds we get the pick of the fishermen's catches—Our plant is modern and strictly sanitary, one of the largest on the Atlantic Coast.

Here are a few of our satisfaction-giving leaders:

¼ Oil Sardines.	Kippered Herring
¾ Mustard Sardines	Herring in Tomato [Sauce
Finnan Haddies (oval and round tins)	Clams
	Scallops

Connors Bros., Limited

Black's Harbor, N.B.





OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, 50; Chinese Washing Powder, 8 oz., 120 pack., per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, $7.20.

COW BRAND BAKING SODA.

In boxes only.

Packed as follows:

5c packages (96)	$3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 / ½ lb. 60 } Packages, Mixed.	3 30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85
Barrels, 700 lbs.	3¾
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4¼
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	3 00
5-lb. tins, 1 doz. in case	3 35
10-lb. tins, ½-doz. in case	3 25
20-lb. tins, ¼-doz. in case	3 20

(5, 10 and 20-lb. tins have wire handles.)

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	$5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case.. 4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case.	3 55
British Columbia, per case.	2 40

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz. cases, doz.	1 75

H. P.

	Per doz.
H. P. Sauce— Cases of 3 dozen	1 90
H. P. Pickles— Cases of 2 doz. pints	3 25
Cases of 3 doz. ¼-pints	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 15

TEAS.

THE SALADA TEA CO. East of Winnipeg.

	Wholesale.	R't'l.
Brown Label, 1s and ½s	.29	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.35	.45
Red Label, 1s and ½s	.41	.55
Gold Label, ½s	.49	.65
Red-Gold Label, ½s	.55	.80

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's	$2 15
4's	0 35
5's	0 42
7's	0 60
30's, wood	0 08
12-oz. glass jar	1 15
Tumbler, glass	0 95

MARMALADE.

2's, per doz.	$2 30
4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
30's, wood, lb.	0 08¾
12-oz. glass jar, doz.	1 20
Tumbler, glass, doz.	1 00

Prices subject to change without notice.

MINTO BROS., Limited. Toronto.

We pack in 60 and 100-lb. cases. All delivered prices.

MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or ½s.	0 29	0 35
Green Label, 1s, ½s, ¼s	0 32	0 40
Blue Label, 1s, ½s, ¼s	0 37	0 50
Yellow Label, 1s, ½s, ¼s	0 42	0 60
Purple Label, ¼s only	0 55	0 80
Gold Label, ¼s only.	0 70	1 00

MINTO TEA.

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs.	1 15

IMPERIAL TOBACCO CO. OF CANADA, LIMITED. EMPIRE BRANCH.

Black Watch, 7s, ½ butts. 9 lbs., boxes 6 lbs.	$0 53
Bobs, 6s and 12s, 12 and 6 lbs.	0 46
Currency, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 46
Stag Bars, 6s, ½ butts, 12 lbs., boxes 6 lbs.	0 45
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 67
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 67
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 67
Shamrock, plug, 7½s, ½ butts, 12 lbs., boxes 6 lbs.	0 57
Empire, 7s and 14s, caddies 15 lbs., ¼ caddies 6 lbs.	0 52
Great West, pouches, 9s	0 67
Forest and Stream, tins, 11s, 2 lb. cartons	0 89

UNCHANGED!

From Coast to Coast the price on

WETHEY'S

CONDENSED MINCE MEAT

is absolutely unchanged.

THERE HAS BEEN NO ADVANCE.

We have protected the trade and ourselves for some time to come.

J. H. Wethey, Limited

ST. CATHARINES, ONTARIO

ONIONS

Hard, Well-Cured Yellow Danvers

We are in a position to quote you very special prices. Ask us for quotations. Carloads a specialty.

OYSTERS, HADDIE FILLETS, CISCOES

We receive fresh shipments every day by express.

Oranges, Lemons, Bananas, Cranberries, Grapes, Sweet Potatoes.

THE HOUSE OF QUALITY

Hugh Walker & Son

Established 1861

Guelph and North Bay

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S.**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

"Made in Canada"

Brooms of Quality

to introduce our

CANADA LINE

Please note the following:

Special Prices

Sample Order Solicited

Fine Polished Colored Handles

No. 1	CANADA,	5 stg.	- -	$4.50
" 2	"	4 "	- -	4.00
" 3	"	4 "	- -	3.75

6-doz. Lots and up delivered (Ontario)

Walter Woods & Co.

HAMILTON

Buyers' Guide

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

Raw Materials and Equipment

Some of the largest bakers in America are placing the buying of their materials and equipment in our hands. They know that they get better value through us.

The Biscuit & Cracker Mfrs. Co.
105 Hudson St. New York City

Cabbage Danish Ballhead Best Winter Keeper

For sale by

Lakebourne Farms Limited
Brighton, Ont.

STORAGE IN OTTAWA

BOND AND FREE

Direct Railway connection. Car distributing. Write for rates.

Dominion Warehousing Co., Ltd.
Phone R54. 46 to 56 Nicholas St., Ottawa.

THEY ARE GOOD
OLD STAND-BYS

Baker's Cocoa and Chocolate



Registered Trade-Mark

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Limited
Established 1780
Montreal, Can. Dorchester, Mass.

"TRENT LOCK"

EGG FILLERS

FOR 30 DOZEN CASES
FOR ONE DOZEN CARTONS
THE TRENT MFG. CO., LTD.
TRENTON, ONTARIO, CANADA

WRITE TO
10 Garfield Chambers, Belfast, Ireland, for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

Every Merchant who handles—

Mathieu's Nervine Powders



knows that they sell themselves. So effective are they in all cases of headaches that when once tried they are immediately recommended. Every merchant can with perfect safety recommend Mathieu's Nervine Powders as a perfectly safe and harmless remedy in all cases of headaches. Any merchant may try Mathieu's Nervine Powders at our expense, as per coupon attached. *Mathieu's Syrup of Tar and Cod Liver Oil is a specific in all forms of colds.*

The J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name .....
With (Name of firm) .....
Street .....
City or town.....Prov.....

THE "WANT AD."

The "want ad." has grown from a little used force in business life into one of the great necessities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the small affairs and incidents of daily life.

HOLLAND RUSK

The common verdict of your customers after they have tried it: "There's only one thing just as good—More." Order a case from your jobber to-day.

HOLLAND RUSK COMPANY
HOLLAND, MICH.



A want ad. in this paper will bring replies from all parts of Canada.

Talk across Canada for two cents a word

WHAT DO YOU WANT TO BUY OR SELL?

A Show Case, Cheese Cutter, Coffee Mill, a Meat Slicer, a Business? Whatever your wants may be, always use this page. It is only through Canadian Grocer's Condensed Ad. Page that the fullest publicity can be given, because "Canadian Grocer" goes into the hands and is read from cover to cover by every progressive Grocer from the Atlantic to the Pacific.

Try it out.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE INSURE IN THE Hartford. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

AGENCY WANTED FOR VANCOUVER AND District by an A.1. man. What have you got? Write "Agent", 250 Dunsmuir St., Vancouver, B.C. (259)

AGENCIES WANTED FOR OTTAWA CITY —any line. Commission. Box 63, Canadian Grocer, Toronto, Ont.

WANTED

WANTED — EXPERIENCED GROCERY clerk wishes position. Handy with sign brush and experienced in window dressing, etc. Can show excellent recommends, or can give good references. Apply, stating wages, etc., to Box 61, Canadian Grocer, Toronto. 119

WANTED—ENERGETIC MAN TO SECURE subscriptions and renewals to Maclean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Ontario.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

WANTED—A POSITION IN GROCERY AS clerk or manager. Am now manager of Grocery Dept. of Best Grocery Store in the Boundary. Address, C. J. Allen, Greenwood, B.C., Can.

WANTED BY YOUNG MARRIED MAN position as grocery clerk or manager, excellent references. Write Box 62, Canadian Grocer, Toronto. (0)

FOR SALE

GROCERS' COUNTERS AND SHOW CASES at 25% to 50% below regular price to clear stock. Special sale of samples and Exhibition cases from Oct. 1 to 15. All new goods at reduced prices. Call at special sales rooms, 120 Bay St., Toronto, or write for particulars to Jones Bros. Co., Limited, 29-31 Adelaide St. W., Toronto.

GROCERY STORE FOR SALE — EXCELlent proposition. Stock and fixtures about $3,500. Turnover $13,000 to $14,000 yearly. Will sell property with business or rent. Illness reason of selling. Good buy for quick sale. Box 59, Canadian Grocer, Toronto.

GENERAL STORE AND MEAT MARKET— phone central, in connection. On Calgary and McLeod branch C.P.R. Stock $5,500.00, turnover $1,500.00 per month. Living rooms above store. Reply to Box 57, Canadian Grocer Toronto.

FOR SALE—AN ADVERTISEMENT UNDER this heading would be seen by practically every progressive grocer in the Dominion. This means that it will be read by the very man who is in need of such a coffee mill, cash register, cheese cutter, showcase, etc., that may be standing idle in your store, and which could be turned into money by an outlay of just two cents a word. See our rates above and send your ad. along to-day.

FOR SALE — LIGHT AMBER HONEY IN 60 lb. cans. Apply L. Livesay, Onondaga, Ont.

AGENCIES WANTED

WANTED—AGENCIES FOR CONFECTIONery, biscuits, jams, canned goods and other grocery lines, on commission. R. C. Webber, 79 Merrick St., Hamilton.

The truly modern way

of washing is the Fels-Naptha way. No boiling to weaken the fiber; no hard rubbing to wear and tear. Work saved, time saved, fuel saved; clothes cleaner.



A MESSAGE TO MEN

These are days when men **are men.**

The craven-hearted are skulking and falling back—they are finding excuses for going to the rear—they have no stomach for a fight—they are licked.

The real men of Canada are going about their affairs—they have given up their vacations, they are on the firing line of business, and their courage and patriotism are in evidence every hour of the day.

They are not lying down—they are **standing up** and they will maintain and improve our place **in the sun of commerce and industry.**

The way to locate the real men of business these days is to listen to their talk and see how they **act.**

The real men of business have not pulled down the flag; they have not quit advertising; they have not called in their salesmen; they have not locked the factory door.

Yes, they have in many instances "pulled their belt straps a little tighter." They have perhaps curtailed a bit here and there, as they have mobilized their working forces and reserves—and gained greater efficiency thereby.

But haul down the flag and lie down?

Never!

Let us look about.

The ingenuity of the Canadian, always best displayed in a time of stress, will find a substitute for every needed article that enters into our daily life and which we formerly secured from abroad.

We will continue to buy from England, France and United States all the things that we need which they can send us.

We will send to the world, except Germany and Austria, all things that we grow and make and which the rest of the world buy from us.

There are some men whose middle name is "Cancellation."

They have run to cover after 'phoning, wiring and writing the people they deal with to "Stop Everything."

The quitter who stops his business campaign recklessly is the man who trades recklessly. He is the anti-conservative. He lacks poise and balance, and he will be the first to go under when pressure comes.

The trade routes of the world are being redrawn. The great Continent to the south of us beckons and says:

"We want you to take our hides, our cattle, our coffee, our rubber, and we will buy your textiles, your machinery, your shoes, your hardware, your oil and all the other things that you make that we need."

The machinery of distribution is the requirement of the moment—and we are making rapid progress.

The Panama Canal is open; cargo ships of great capacity are passing through the great waterway.

The west coast of South Africa is at our doors.

The wheat of Alberta, the lumber of British Columbia, have a new pathway to the Atlantic.

Where do we stand?

We have goods to sell—and competition largely eliminated. The gods of war have given us a large monopoly of the surplus of the needed things of life.

We will put idle men to work in vocations where there will be a new demand for what we can make that the nations want.

We will advertise to the world that Canadian men are going to prove in this year of years that the Canadian type of civilization is triumphant.

This publication is ready to aid every real merchant and manufacturer who nails his flag to the mast of progress and patriotism.

The advertisers in this and every issue of this publication are flying their flags.

The advertisement of a business is **the outward visible sign that it is alive.**

When the advertising flag disappears, he who hauls it down admits that **he was a merchant of yesterday.** We are dealing with men of to-day and to-morrow.

The Canadian men to-day who see the true trend of things are mobilizing for a great forward movement—a movement that is fraught with great opportunities and great victories, and our victory will be just as great as we deserve to have it.

This is the time for **Commercial Courage** and not for **Commercial Cowardice.**

CANADIAN GROCER



Georgian Bay Apples

Famous the World over for keeping and for quality. Our Beaver Brand the best of these. We are packing and carefully grading this year. Our stock is fine this year. Can quote Fall and Winter in boxes and barrels. Quality never better and prices reasonable.

Winter stock, good per cent. of Spies, also good per cent. No. 1. Carlots our specialty. Write for prices.

Can also quote Crab Apples and Pears.

Beaver Brand Evaporated Apples. We can quote in large or small quantities. Where once tried, they are repeaters and sell themselves. Buy the best and sell more. Enquiries cheerfully answered.

ELLIS BROS.

Meaford, Ont. Box 130

Phone 79, Evap. 177, Residence 175

Apples

We will pack

10,000

barrels

of the celebrated Georgian Bay Apples this Fall. Place your orders early.

LEMON BROS.

Owen Sound, Ontario

Don't forget

"Aurora"

The best brand of

Valencias

J. J. McCabe

AGENT

TORONTO, ONT.

Are You Interested?

In Buying a Business,
In Selling a Business,
In Engaging a Clerk,
In Securing a Position,
In Securing a Partner,
In Disposing of Second-hand Fixtures,

Then you should use Canadian Grocer's Classified Ad. Columns.

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

No Other Paper Reaches All These Men.

RATES:

(payable in advance)

2c per word, first insertion.

1c per word, subsequent insertions.

5c extra per insertion when replies are to be addressed c|o Canadian Grocer.

Canadian Grocer

143-153 University Ave., Toronto

THEDFORD BRAND
" QUALITY APPLES "
in Standard Boxes—Wrapped

Graded and packed by experts in our own packing house. Our very low prices this year place this most excellent brand of boxed fruit within the reach of the most modest purse.

All standard winter varieties. Grown in the famous Lambton fruit belt.

Stock our boxed apples this year and guarantee your customers no waste on their winter apples.

Pleased to quote you on any assortment or quantity.

Our prices will surprise you.

Thedford Fruit Growers Assn. (Inc.)
THEDFORD, ONT.

KINDLY MENTION THIS PAPER WHEN WRITING ADVERTISERS

"Made in Canada"

SCHNEIDER'S SAUSAGES

"Twelve Varieties"

They are made from Fresh, Clean Meat, and are by far the best value in the Meat Line. Compare Fresh Meat prices and see.

A display of our ring Bologna, Wieners, Pure Pork Sausage, etc., will prove a big sales and profit-producer in your Provision Department.

Send for particulars and prices. Can ship any day at any time.

J. M. SCHNEIDER & SONS
LIMITED

Berlin, Ontario

WAR AND TEA

Now is your golden opportunity to get bulk blends from us and work up a tea business for yourself.

Standard Blends.	Wholesale.	Retail.
Beaver	.21	.25
Hurlingham (Strong)	.23	.30
Oriole	.24	.30
Club	.25	.35
Standard (good liquor)	.28	.40
Star (small leaf)	.28	.40
Buckingham (small leaf)	.28	.40
Flowerdale (B.O.P.)	.30	.45
Cheltenham	.33	.50
King George	.40	.60
Queen Mary	.48	.75
Golden Tip	.70	1.00

The above are standard blends, composed of Ceylon and Indian teas, kept uniform for the benefit of our customers. We shall be pleased to quote on teas not blended in original packages upon application.

GREEN TEAS.

Young Hyson, Ceylon Green, Indian Green, Japan and Gunpowder can be supplied at various prices.

Write or wire at our expense. Absolute satisfaction guaranteed or goods returnable at our expense. Freight prepaid on 100 lb. lots.

R. B. HAYHOE & CO.

Tea and Coffee Merchants

47 COLBORNE STREET

TORONTO CANADA

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German Warships

are out of sight on the Pacific, for we have just received direct, 1,000 packages of Japan Tea.

400 boxes of our ever-good

"VICTORIA" Brand

None Better—That is our claim.

Why not investigate and see whether our claim is justified?

Good Tea at a Reasonable Price

600 Boxes "PRINCESS LOUISE" Brand. A good Japan that you sell with a liberal margin of profit.

It will repeat orders.

"Victoria" and "Princess Louise"

are packed in 5, 30, 80, 90 lbs.

Samples and prices furnished on demand.

"Don't Forget"

Our special offer on cigars. **Low Prices —Good Quality—Fine Smokers,** are three reasons that make this a true and special offer.

Laporte, Martin, Limitée

568 St. Paul St., Montreal

Tel. Main 3761

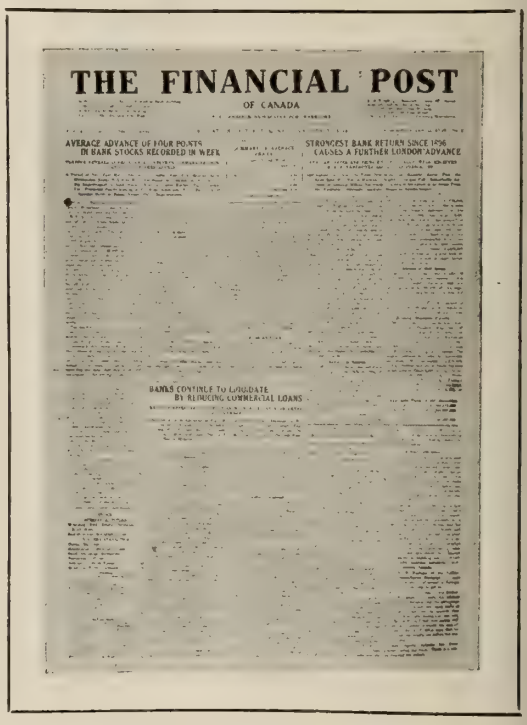
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The daily sensational rumors from unauthoritative sources should not guide the proficient manufacturer or business man.

It is not sufficient merely to have "news"—

WHY NOT HAVE THE FACTS?

The Financial Post through its unexcelled sources of information, and its exact analyses and forecasts, coupled with its bymail Information Bureau which deals with financial or business problems, furnishes a service of unsurpassed value.


THE FINANCIAL POST
OF CANADA

AVERAGE ADVANCE OF FOUR POINTS IN BANK STOCKS RECORDED IN WEEK

STRONGEST BANK RETURN SINCE 1896 CAUSES A FURTHER LONDON ADVANCE

BANKS CONTINUE TO LIQUIDATE BY REDUCING COMMERCIAL LOANS

Annual Subscription $3.00 the year

Date 1914

To:

THE FINANCIAL POST
143-153 University Ave., Toronto

Dear Sirs:

Please enter my/our subscription to The Financial Post at the rate of one dollar for four months.

Name.....

Street or
Box No.....

City.....

WHY NOT HAVE THE FACTS
C. G. V.

THE CANADIAN BUSINESS MAN

has never been in greater need of accurate knowledge of actual conditions—and of the best possible business and financial counsel!

LET

The Financial Post
of Canada

serve you at least during the next four months.
Write for a free sample copy or

Sign ← the attached Coupon and return

to us with one dollar for four months, or if more convenient pay on receipt of bill.

TUCKETT'S ORINOCO

—the tobacco that's just a little milder than "Tuckett's Myrtle Cut"



Every tobacco user in your vicinity knows "Myrtle Cut T. & B." and appreciates its delightful flavor. It has the largest sale in Canada, but has a close second in Tuckett's "Orinoco," which is no better, but just a little milder.

Stock up to-day with the favorite smoking tobaccos. Put up in tins and packages. Recommend them to your best trade.

TUCKETT LIMITED

Hamilton, Ontario

The average grocer has more complaints on flour than on any other staple he handles; every woman is jealous of her ability as a bread-maker, and is an exacting critic of flour.

You can satisfy your trade, and make it more profitable, by handling the best in flour—that means Quaker.

Let us tell you how we will help introduce Quaker Flour to your trade. Write us today.

Total Flour Capacity
5,000 Barrels Per Day
Sold the World Over

QUAKER FLOUR

Made by the Manufacturers of
Quaker Oats, Puffed Wheat, Puffed Rice, Etc.

The Quaker Oats Company Peterborough, Ont., and Saskatoon, Sask.

622)



Mr. Grocer

Your contented smile will burst into a hearty laugh, when you have partaken of

WAGSTAFFE'S
DELICIOUS
MINCEMEAT
And Fine Old English
PLUM PUDDINGS

Mincemeat Packed in 1 lb. Glass, 2s, 5s, 7s; 25 lb. Gold-Lined Pails and 30 lb. Wood Pails.

Plum Puddings packed in 1 lb., 2 lb. and 3 lb. crocks.

SOLD BY ALL GROCERS
ASK FOR WAGSTAFFE'S

FALL CAMPAIGN NUMBER NEXT WEEK

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII PUBLICATION OFFICE: TORONTO, OCTOBER 23, 1914 No. 43



BRITISH

—therefore

BEST

THERE is a new significance in these words. Recent events have awakened and strengthened patriotism in every part of the British Empire. Your customers are demanding British goods, and it is up to you to realise this and give them what they want.

GIPSY

STOVE GLOSS

is entirely British

It is made by Hargreaves Bros. & Co. Ltd., of Ocean Works and "Gipsyville," Hull, England, whose Capital, Directors, Employees, Factories and Products are *exclusively British.* Every tin of "GIPSY" you sell is providing employment for, and keeping the wheels of industry moving in, the Old Country, which is called upon to bear such a heavy burden by this gigantic war.

"BUSINESS AS USUAL" is the motto at "Gipsyville," where the staff has not been reduced or the hours of labour shortened. Will you support us by placing your orders as usual?

ORDER FROM YOUR WHOLESALER.

HARGREAVES (CANADA) LIMITED

33 Front Street E. Toronto.

WESTERN AGENTS:

For MANITOBA, SASKATCHEWAN, and ALBERTA: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton

For BRITISH COLUMBIA and YUKON: Donkin, Creeden & Avery 117 Arcade Buildings, Vancouver, B.C.

WAGSTAFFE

PURE JAMS

This

Strawberry Jam

is De Luxe



Mr. Grocer:

The Wholesale Houses have sufficient of our Strawberry Jam to fill all your orders.

Take delivery as early as you can.

There is a great shortage of Strawberry Jam

but why overlook your most profitable staple?

Of **course** you push the lines that have an everyday demand. Of **course** you prefer to feature the goods that most adequately meet your customer's needs. Then why overlook your **most profitable** staple? Why pass up the unusual advantages for profitable sale there is in cured and boxed fish—in the most popular and satisfying

THISTLE BRAND

HADDIES
FLAKED FISH
KIPPERED HERRING



These days of compulsory carefulness have brought big profits to grocers handling Thistle Brand Fish. For housewives realize how the pinch of economy may be turned into an added pleasure, and the everyday extravagant monotony of meals into one of delightful surprise and healthful economy with any of the Thistle Brand products. You can realize why the sales of Thistle Brand Fish have been rapidly increasing of late. And also why other grocers are securing excellent profits from these popular staples.

Then push Thistle Brand Fish for its everyday demand. Push it because it most adequately meets the individual needs of your customers. Push it because it is your most profitable staple. Write your nearest wholesaler **to-day** for your first order. Write **now**—before you turn the page and forget.

ARTHUR P. TIPPET & CO.

AGENTS -:- MONTREAL, QUE.

You have less than three months to clear your shelves of adulterated Maple Syrup and Sugar

Read and—BE WARNED!

The Bill reads as follows:

4. The following section is inserted immediately after section 29:—

"29a. No person shall manufacture for sale, keep for sale, or offer or expose for sale, as maple sugar any sugar which is not pure maple sugar, nor as maple syrup any syrup which is not pure maple syrup, and any maple sugar or maple syrup which is not up to the standard prescribed by the Sixth Schedule to this Act, or, if such standard is changed by the Governor in Council, to such standard as the Governor in Council may from time to time prescribe, shall be deemed to be adulterated within the meaning of this Act.

"2. The word "Maple" shall not be used alone or in combination with any other word or words on the label or other mark, illustration or device on a package containing any article of food or on any article of food itself which is or which resembles maple sugar or maple syrup; and no package containing any article of food or any article of food itself which is not pure maple sugar or pure maple syrup, shall be labelled or marked in such a manner as is likely to make persons believe it is maple sugar or maple syrup which is not pure maple sugar or pure maple syrup, and any article of food labelled or marked in violation of this subsection shall be deemed to be adulterated within the meaning of this Act."

ALL BENEFIT BY THE NEW LAW

Governing the maple products industry which goes into effect January 1st, 1915

Stock PRIDE OF CANADA now!

Guaranteed absolutely from the pure MAPLE Sap only

Maple Tree Producers' Assocn., Limited, Montreal

AGENTS:—W. L. Mackenzie & Co., Winnipeg; Oppenheimer Bros., Vancouver; S. H. P. Mackenzie, 32 Church Street, Toronto; Canadian Maple Products Co., Limited, 1 Endell Street, Long Acre, London, W.C., England.

WE HAVE THE GOODS

"FRESH ON THE SPOT"

Peek Frean's (High-Class) English Biscuits

The Shortcake, the Connaught, the Bourbon, the Clotted Cream, the Russet Sandwich, the Royal Lemon Sandwich, the Lemon Puff Cream, the Criss-Cross, the Panama and the Water Ice Wafers in addition to the other Quick-Selling Varieties.

These are the Biscuits that will put new life into your Biscuit Department and your profit thereon is *very* attractive; yes *very,* indeed. (No advance in our price.)

Foster Clark's Cream Custard (The Cream of All Custards)

and the Custard most adapted to the *"delicate"* taste of our Canadian people. We have it,—Yes, Lots of It, in the 5, 10, 15 and 25c Lithographed Tins. (No advance in price.)

H.D. Health Salt

A Fresh Shipment at the Old Price of $10.80 per gross.

SHARP'S KREEMY TOFFEE

Ten Tons just arrived. Price 90c per box of 4 lbs. (containing about 12 cakes). 10% discount in quantities of 100 lbs.

Mail your orders (and do it now), for you can't do *"the"* Business when you haven't got the goods.

Write us for illustrated price lists of our various lines.

THE HARRY HORNE CO. Manufacturers' Agents and Importers
309-11 King Street West, TORONTO

Economy Demands

goods that meet a large and continual need, that cut down your selling cost, that will not spoil on your shelves, that reduce your overhead expense. The convenience and saving of

Borden's

Condensed Milk, Coffee and Cocoa is deeply rooted in the minds of prudent housewives. Other grocers are making easy and extensive profits with the Borden Brands and find they help to promote economy in the conduct of their stores. If economy and good profits are factors in the conduct of **your** store, why not get the Borden Brands on display NOW? Your trial order of a few cases is ready to ship. Write us **to-day** how many.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Building
Vancouver, B.C.



For economy, for richness of flavor, for wholesome goodness, careful housewives prefer

E.D.S.
Jams and Jellies

Why compromise their better judgment and incur the risk of lasting distrust in your suggestions, by offering jams "just as good"?

The fruits in the E.D.S. Line come fresh from our own orchards to the jars, with only the purest cane sugar added—no compounds or adulterants included to weaken their pure goodness.

Other grocers find the E.D.S. Line a ready seller, with repeat orders increasing in number. The thousands of dollars we are spending in aggressive consumer advertising have created a large demand right in your locality. Let this publicity earn profits for you by getting the E.D.S. Line on display in your store.

Ask us to ship you a trial order to-day.

E. D. Smith & Son
Limited

WINONA ONTARIO

AGENTS:

NEWTON A. HILL	Toronto
W. H. DUNN	Montreal
MASON & HICKEY	Winnipeg
R. B. COLWELL	Halifax, N.S.
A. P. ARMSTRONG	Sydney, N.S.



JAPAN TEAS

are getting where they should be, first and foremost. As natural green leaf they cannot be beat. They possess a combination of purity, delicacy, cleanliness and characteristic aroma. Prices are right, too.

FURUYA & NISHIMURA



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax, - N.S.

The Sherer Grocery Counter
MADE IN CANADA

This splendid grocery counter is in use in hundreds of progressive Canadian stores.

BIGGS BROS. LIKE THEIRS.

Sherer-Gillett Co., Chicago, Ill.

Regina, Sask., Canada, December 1st, 1913.

Dear Sirs:—

We are very well satisfied with your counter; in fact we don't know how we could get along without it now. It is clean, dust-proof, and is well built as good furniture, and we do not hesitate to say that it has paid for itself.

Next year we intend to enlarge our store and we will be in the market for another counter, and it will be a Sherer.

Yours very truly,

BIGGS BROS.,
per Chas. A. Biggs.

Give us—please—the opportunity to tell you some of the many ways in which our counter will increase your net profits. A request for catalog C10 will bring you free information.



PATENT PENDING

SHERER-GILLETT COMPANY

Head Office: Chicago, Ill.

Canadian Office and Factory: Guelph, Ont.

Want to Make Easy Tobacco Profits this Season?

Then make sure you handle the lines that appeal most strongly to your customers. Other grocers find that no other tobacco meets with quite so complete success and general adoption as

Master Mason Rose Quesnel
Smoking Tobaccos
King George Navy Chewing Plug

Made only from the choicest of fully matured leaf these tobaccos have never been equalled for quality and goodness. If you want to make sure of easy tobacco profits this season, just write us to-day for trial order of these lines.

Rock City Tobacco Co.
LIMITED

Sherbrooke, Que

Don't Shoot at Random!

If you are desirous of adding the class trade to your store you cannot *guess* your stock to suit their demands. To fill the bill you must stock *Carr's Biscuits.* They are *known* for *quality,* and carry the best trade with them.

Packed for export in air-tight tins. Send an order to the nearest agent.



AGENTS:

Wm. H. Dunn Limited Montreal

Dunn-Hortop Limited Toronto

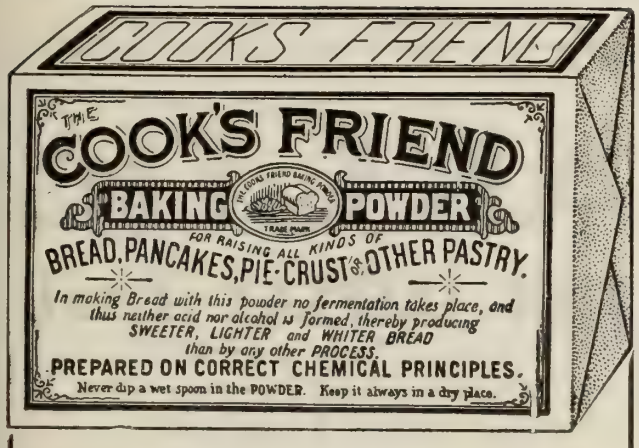
Hamblin & Brereton, Ltd. Winnipeg and Vancouver B.C.

T. A MacNab & Co St. John's, Newfoundland.

CARR & CO. CARLISLE ENGLAND

KEEP BUYING TO KEEP THE FLAG FLYING

See page one of Cover.



Does Reputation—

does fifty years of experience, does undeniable reputation, does customer enthusiasm mean anything to you in baking powder sales? Then you'll find all these qualities and more in

COOK'S FRIEND Baking Powder

For in making bread and pastry housewives know that with Cook's Friend no fermentation takes place, and neither acid alcohol is formed, thereby giving them sweeter, lighter and whiter baking than by any other process. If you want to realize heavy and repeat sales in baking powder write to-day for trial order.

W. D. McLaren, Limited, Montreal

57 HEINZ 57

"Well Advertised Is Half Sold"

YOUR customers know the names and merits of widely advertised products, such as *Heinz 57 Varieties,* and come to your store prepared to *buy.* You don't have to explain, convince or persuade them—the advertising has done that for you!

Our Grocers' Service Department will help you to get the greatest possible number of sales in the easiest way. It is free to you. Ask our salesman about it or write to us for particulars.

H. J. HEINZ COMPANY
PURE FOOD PRODUCTS
PITTSBURGH, U. S. A.

57 HEINZ 57

Fine Quality, Different Flavor, Moderate Price—that's "BORDO" Chocolates



The sweet tooth is a harmless habit that is not easily overcome even in the face of rigid economies. Your patrons may economize in the candy eating by buying lower priced confections, but there are very few who will cut them out altogether.

"Bordo" Chocolates with their fine quality and distinctly different flavor please the people and satisfy their demands at a very moderate price. "Bordo" Chocolates pay you a 60% profit.

Taste and be convinced. **Liberal Free Sample sent on request.**

Packed in 10c packages, ½-lb. boxes, 5-lb. boxes.

The Chocolate that pleases and pays

The Montreal Biscuit Company
The Originators MONTREAL

Richards
QUICK NAPTHA
THE
WOMAN'S SOAP

The Sign of a Good Buy in Soaps

Here's a soap with a reputation behind it—it is well advertised—has a large sale—offers a 26½ per cent. profit—is backed by good service to you. Better let your wholesaler supply you with a few cases this very week.

The Richards Pure Soap Co.
Limited
Woodstock - Ontario

ARCTIC

FISH DISPLAY CASE

A stock of fish does not run into a great deal of money, but when handled right—with an Arctic Display Case—it is a very profitable line. Ask for particulars re case.

John Hillock & Co., Limited
TORONTO

AGENTS:—Western Ontario: J. H. Galloway & Co., Hamilton. Saskatchewan: Western Butchers' Supply Co., Regina, Sask. Montreal: W. S. Silcock, 33 St. Nicholas St.

"Canada First"

Evaporated Milk

"From the Cow to the Can"



Originated and *"Made in Canada"*

Evaporated pure milk three times richer in butter-fat than ordinary full-cream milk

Evaporated milk has won its well-merited place as a staple household article. Every housewife recognizes its value and convenience.

YOU have recognized its revenue possibilities by stocking it.

BUT HAVE YOU STOCKED "CANADA FIRST" BRAND? THE BRAND THAT IS MADE IN CANADA BY CANADIAN WORKMEN FROM CANADIAN PRODUCTS?

Give "Canada First" brand first call. It is worthy of your best selling energy and rewards you handsomely. It is pure and wholesome, made under expert supervision in a rigidly sanitary plant. Its quality is absolutely guaranteed.

Push "**Canada First.**"

The Aylmer Condensed Milk Co., Ltd.

FACTORY:
Aylmer, Ont.

DOMINION CANNERS LIMITED
HAMILTON, CANADA

BUSINESS OFFICES:
Hamilton

THE EVIDENCE of QUALITY

THE NAME "FAIRBANK" MEANS SOAP SURETY



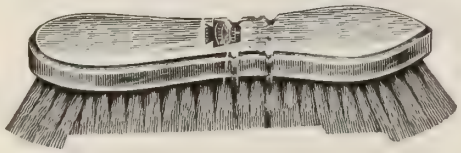
GOLD DUST

is a success everywhere. You can make it a success in your store if you push it. It pleases the customer because of its cleansing power. It pleases the dealer because of our extensive, expensive, persistent, insistent advertising, which reaches everywhere and stimulates demand.

GOLD DUST practically sells itself.

MADE BY

The N. K. Fairbank Co., Limited
MONTREAL



The above cut shows an article of daily use in every household in Canada. We specialize on

Scrubbing Brushes

and have the cost of this class of goods reduced to a minimum. The Dealer gets the advantage of this when he buys our Brushes. We have a large range in every class of material which show good margins of profit in lines to retail from 10 cents to 25 cents. Remember it's the KEYSTONE BRAND.

Stevens-Hepner Company
Limited
PORT ELGIN, ONTARIO

Better Dealer Service



The greatly increased demand for

CHINESE STARCH

has made necessary the installation of new and improved machinery that will more than double the present capacity of our plant. This will enable us to make prompt deliveries on all orders and insures a neater package.

Chinese Starch fits in with the

"Made in Canada"

movement, so don't lose sight of the fact, that when pushing this superior brand you not only please your customers but keep the money at home.

OCEAN MILLS, Montreal
Order from any Wholesale Grocer



Why wood is better than metal

Wooden Tubs and Pails will not rust, and they retain heat longer than those made of any other material now sold on the market.

Cane's Woodenware, including pails, tubs, washboards, butter molds, etc., are made of carefully selected, evenly grained wood—the best for the purpose that money can buy. Cane's products are unsurpassed for strength and durability.

Our long experience serves to prove this statement, and our **absolute guarantee** leaves no room for doubt.

If you do not already handle the Cane lines it will pay you to get a supply now. They are home necessities and are especially in demand during the house-cleaning season.

The Wm. Cane & Sons Co.
Limited
Newmarket **Ontario**



"SOVEREIGN" SALMON



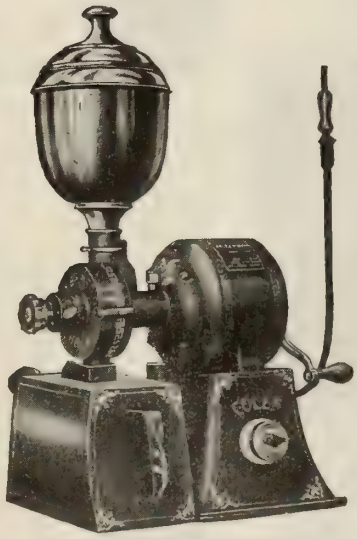
FINEST BRITISH COLUMBIA SOCKEYE

QUALITY IS OUR FIRST CONSIDERATION

PACKED BY
THE ANGLO BRITISH COLUMBIA PACKING CO.
LIMITED
VANCOUVER, B.C.

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL



There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.
1615 North 23rd St. **PHILA., PA**

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

Tartan BRAND
THE SIGN OF PURITY

NEW FALL FRUIT ARRIVING DAILY

New Valencias (In stock)
New Malaga Raisins
New Shelled Almonds
New Currants
New Sultanas
New California Prunes, Apricots, Peaches, Raisins.

Our travelers have full information, or

'Phone No. 3595, 3596, 3597, 3598, 3800, 748; Night 'Phone, 1807.

BALFOUR, SMYE & CO., Wholesale Grocers **HAMILTON**



THE TEST OF TIME

For more than forty years, Electric Paste Stove Polish has met every requirement of thousands upon thousands of critical housekeepers.

What more could you ask? Have you tried it yet?



Place your order now, so as to avoid delay, as we are away behind on our orders. Selling agents for Canada are—

D. J. McLeod & Co., Edmonton, Alberta; Orr & MacLain, Winnipeg; E. B. Thompson, Toronto, for Western Ontario; G. C. Warren, Regina, Sask.



Quality and Cleanliness

Ever Go Hand in Hand

Cleanliness—Quality—Heavy Demand—Enormous Sales—

You can't dodge the money and trade-building advantages of having your product properly sealed against impurity and contamination with the absolute security of the

ANCHOR CAP

Dealers know that Anchor sealed goods are much easier to sell and naturally prefer these goods above others. Are you forfeiting a large portion of your sales by continuing the use of the old-fashioned closures of doubtful security? Just take a glance through a new catalogue and see the large number of American and Canadian packers who are securing larger sales through the use of ANCHOR CAPS. Your copy is gratis and only awaits your request for it. Ask us to send it to-day.

The Anchor Cap & Closure Corporation of Canada
LIMITED
Sudbury St. West, Foot Dovercourt Rd., Toronto



BUY MADE IN CANADA PRODUCTS,

Mr. Grocer, is an excellent maxim to follow now and at all times, but a better still is to buy

The Best Made in Canada

CLARK'S TOMATO KETCHUP

has no superior either in "imported" or "made in Canada" Ketchups, and will prove itself an exceptionally strong seller for you.

Put up in attractive form and guaranteed absolutely pure.

8 oz., 12 oz., 16 oz. Bottles
2 doz. to Case.

Get prices from your jobber, or send us a postcard.

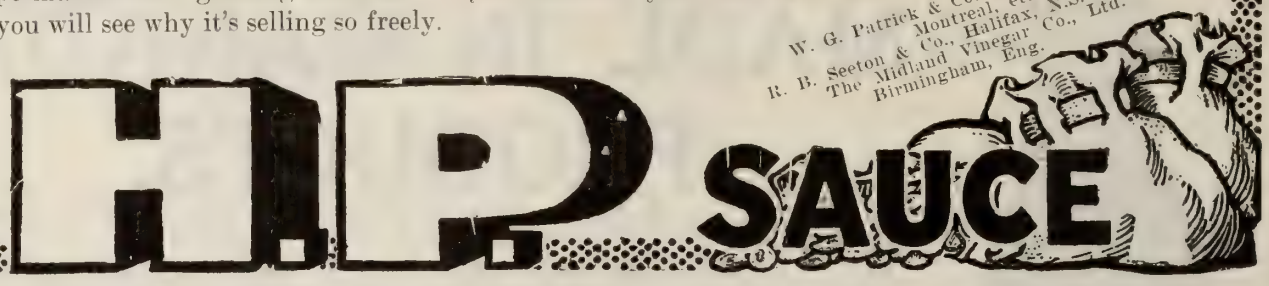
W. Clark, Limited, Montreal



Your customers are buying H.P.—SOMEWHERE

It's short-sighted policy to send good customers elsewhere. Are you supplying them with H. P. Sauce? It sells freely—shows a good profit, and brings you a permanent and growing business. Try a bottle on your own table and you will see why it's selling so freely.

W. G. Patrick & Co., Limited, Toronto,
R. B. Seeton & Co., Montreal, etc.
The Midland Vinegar Co., Halifax, N.S.
Birmingham, Eng. Ltd.



Extracts come and extracts go, but we go on for ever—Jonas' Extracts

(*With apologies to Tennyson*)



Since the first bottle of Jonas' Extract was manufactured in 1870, over forty-four years ago, many a new brand has sprung up, bloomed and died—Jonas' still go on taking deeper root every day, making new friends and holding the old. Most of our patrons of forty-four years ago who are now in business are still handling an increasing quantity of these superior extracts. They're pure, of finest flavor and fullest strength.

Push Jonas' Extracts

HENRI JONAS & CO. (Established 1870) **Montreal**



Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

PROMPT SHIPMENT

St. Lawrence Sugar

All orders are now being shipped promptly.



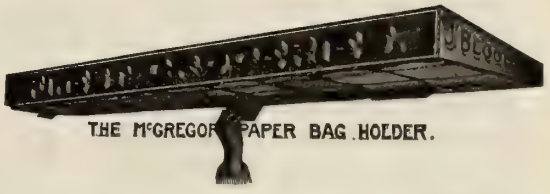
Get Bigger Sales

by considering your customer's economy

Every time you stock up with expensive jelly powders you are automatically cutting down the largest portion of your jelly powder sales. Carefulness is a necessity in these times. And housewives are quickly realizing the surprising economy of Bee Brand Jelly Powders. Being of the same quality as goods double the price, housewives prefer Bee Brand for their delicious flavor and goodness as well as their economy. Better stock up with the line all careful housewives would select of their own accord. Just write your nearest wholesaler to-day for small order.

FORBES & NADEAU, Montreal, Que.

A store convenience — costs little — gives big service



Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or
THE O. P. McGREGOR PAPER CO., LIMITED,
411 Spadina Ave., Toronto.

LARGEST MAKERS IN THE WORLD

TIN FOIL, ALL DESCRIPTIONS
TEA LEAD, ALL GAUGES and SIZES
METAL BOTTLE CAPSULES
ANY SIZE, COLOR or STAMPING
COLLAPSIBLE TUBES, Plain or Colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use—stating qualities—
We will give you BEST QUALITY—BEST DELIVERY—BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road **LONDON N., ENGLAND**

How Lytle's New Line Killed an Old Fallacy

Until recently housewives and dealers have been obsessed with the idea that nothing whatever could surpass foreign pickles. But, when they made their appearance a short time ago, Lytle's New Line of **Canadian** made Pickles ruthlessly set aside forever this old fallacy. Set it aside by their more tempting deliciousness, their greater tenderness and quality. Set it aside by their better price and the greater profit they afford.

Get Lytle's New Line for its irresistible, palate - pleasing flavor, its delicious freshness, tenderness and quality. Get Lytle's for the easier profit, the larger profit it affords you. Get it because it is **Made in Canada.** No better display than the

10 gal. Polished Oak Keg

which affords you an excellent opportunity to test for yourself the irresistible flavor of this new line. They come in High-Grade Sour Mixed, High-Grade Sweet Mixed, Sweet Gherkins uniformly sized, Sour Gherkins uniformly sized. Which will we send you for first order?

Write to-day.

T. A. Lytle Co., Limited
Sterling Rd., Toronto

Why Not Double Your Profits by Grinding Your Coffee to Suit Every Customer?

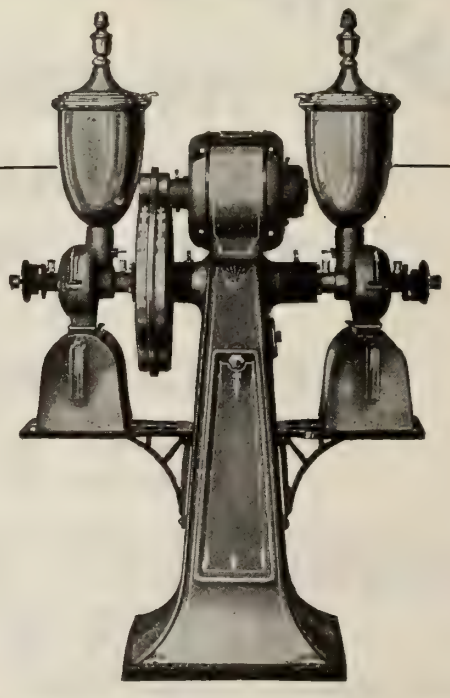
Package coffee, already ground, may be a great convenience, especially at a rush moment. But this convenience in no way offsets the extensive profits it prevents you from securing. Why not follow the example of hundreds of successful grocers who have made freshly ground coffee their most profitable staple through the time-cutting convenience of

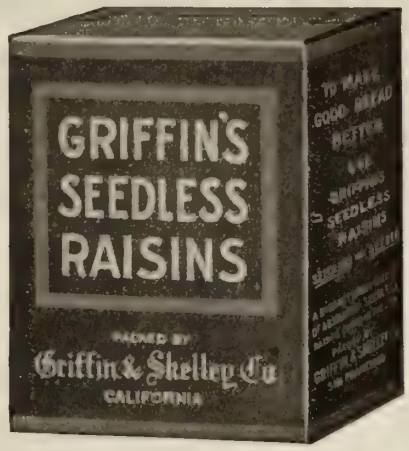
The HOBART MILL

With the Hobart you secure immediately, and at lowest cost, just the right grind required to suit the most capricious taste, and retain in all its freshness the full-flavored, rich aroma of the natural coffee bean. Other grocers find the Hobart Mill draws new trade to the store, greatly increases the demand for coffee, and usually pays for itself in a short time. What it has done for other grocers it will easily do for you. Write us to-day for full particulars of the profit-producing Hobart Mill.

The Hobart Mfg. Co., 105 Church St. Toronto

Ryan Bros., 110 St. James Street, Winnipeg
Agents for Manitoba, Saskatchewan and Northern Ontario



Griffin's  Seedless

Raisins

Never had a seed.

Their quality and absolute cleanliness should make their name a **buy-word** wherever raisins are sold.

Ask your grocery salesman.

To the Wholesale Trade

Our Liverpool house is in close touch with all the British and East India markets, and also with the European markets that are still open. If there are any goods you require which under present extraordinary circumstances you are unable to procure from your usual channel, kindly let us have particulars, and if the goods are at all obtainable, we will get you lowest prices promptly by cable.

WEST INDIA COMPANY, LTD.

St. Nicholas Building, - - MONTREAL

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Two Good Agencies Wanted for
CITY OF OTTAWA
(best of references.)
Martin M. Walsh
Care Canadian Grocer

CHARLES H. COLE
Agent for McVitie & Price, Jas. Pascall, T. W. Beach, Johnston-Baird Co., etc.
New Address:
33 Front Street East - Toronto
Montreal Office: 501 Reade Bldg.

MORROW & COMPANY
CEREALS
TORONTO, ... CANADA.
Rolled Oats, Oatmeals, Rolled Wheat, Split Peas, Pot and Pearl Barley, Graham Flour, Buckwheat Flour, Potato Flour, Wheatlets, Cornmeal, Lentils, Beans and Peas, Domestic and Imported; Sal Soda, etc., etc. Write for prices and samples, carloads and less.

We are large buyers of
Evaporated Apples and White Beans
Wire or write us.
W. H. Millman & Sons
Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents and Importers.
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

HENRI DE LEEUW
28 Front Street E. TORONTO
I solicit Agencies of large Canadian Packers, Evaporators, Flour Mills, either for Canada or abroad. Submit me prices and samples. I have large foreign enquiries.

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Wholesale Grocery Brokers and Manufacturers' Agents.
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We solicit accounts of large and progressive manufacturers wanting live representatives.

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Specials just landed:—
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OIL OF LEMON SALTPETRE
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Successors to
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Amongst the Jobbers and Retailers.
I am open for a few more agencies, and can handle them to advantage.
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that stands every test of heat or cold. Housewives and confectioners want

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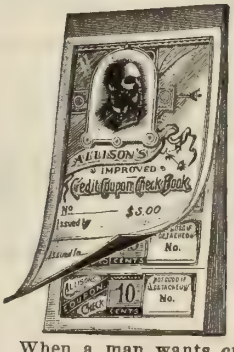
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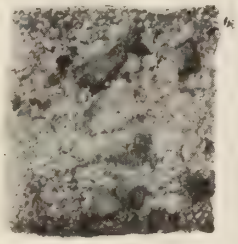
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"Something New"—"Something Different"

and with this knowledge before us, we have created several of the most dainty varieties that could possibly be desired by the most exacting person.



Prairie Flower.

A Delicious, Square, Short-Eating Biscuit, Nut Covered. 60 to the lb.

Something New and Original



Royal Lemon Sandwich.

A Delicate, Puff Paste Biscuit, Sandwiched with Lemon. 52 pieces to the lb.

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Originated and Designed specially for Canada. A Crisp, Shortcake Biscuit, Slightly Sweet. 48 to the lb.

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Ask our agents about Russet Sandwich, Criss-Cross, Currant Puff, Old England, Chocolate Puff Cream, and Panama.

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When you are talking about real "TOFFEE."

There is no other Toffee made in Canada or Great Britain that has that real Kreemy Flavor that so appeals to all Nations of the World as does "Sharp's Kreemy."

Sold in 4-lb. Boxes (of about 12 Bars), price 90c. Box.

A Special Discount in 100-lb. Quantities.

100 lbs. is (No Where) when once you get it going. Mail your orders direct to our agents as per list below.

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Readers Of The Grocer, Let Us Know Your Wants

You have noticed our Letter Box service. Every week we hear from dealers who desire names and addresses of firms manufacturing some particular article.

This service may be beneficial to you. If you are in the market for any article you do not know where to get, our services will be cheerfully given.

The Canadian Grocer is in position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Grocer you are entitled to this service.

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Every Third Customer

that comes into your store is a regular user of

"SALADA"

How often have you disappointed them in a request for a particular blend of "SALADA" by offering them a substitute?

WHEN THE PUBLIC SAY "SALADA" IT IS PROOF THEY KNOW WHAT GOOD TEA IS, AND IT IS OF NO USE TRYING TO HOODWINK THEM.

You can show your appreciation of their custom by keeping a fresh, clean stock of "SALADA" in various grades, the more expensive as well as the cheaper. You run no risk in doing this; we absolutely guarantee the sales.

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Small Fruits

(*Pure, Fresh, Ripe*)

and fine fresh apples make a superior quality jam that sells at a moderate price

(*It's pure & delicious*)

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(SELLS AT THE PEOPLE'S PRICE)

Only the finest quality fruits are used in this Jam, made in following flavors: Strawberry and Apple, Raspberry and Apple, Peach and Apple, Crab Apple, Black Currant and Apple, Plum and Apple. In the popular glass tumblers and other packages.

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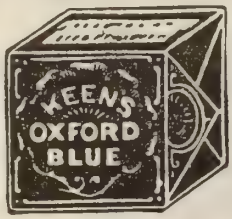
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Eureka Refrigerator Company

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731 Brock Ave.
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KEEN'S OXFORD BLUE

KEEN'S OXFORD BLUE. The blue that ensures snowy white laundry and, because of its strength, its use is the truest form of economy.

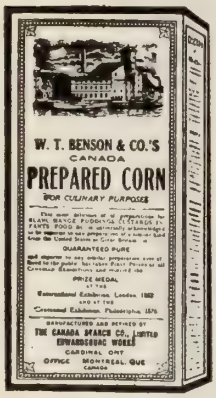
Recommend it to the new housewife, the older folks use no other.

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MAGOR, SON & COMPANY, Limited

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Agents for the Dominion of Canada



This is the goods

CORN STARCH

All good housewives know its value and use it frequently.

All good grocers keep a fresh stock handy at all times.

It returns a good profit.

This is the Name **BENSON'S Prepared Corn**

MADE BY

Canada Starch Company, Limited

Montreal — Cardinal — Brantford

CANADIAN GROCER

VOL. XXVIII OCTOBER 23, 1914 No. 43

Co-operative Association Must Change Methods

Under the Charter of the Householders' Association the So-Called "Members" Must Become Shareholders As in Joint-Stock Companies—Stock-Certificates Will Now Have to be Issued—Officials Lose Absolute Control.

EVERY Canadian dealer should become interested in the new "Consumer" propositions that are being promulgated at the present time by people who are taking advantage of the high cost of living cry raised by daily newspapers ignorant of business conditions. A few weeks ago in this paper some of the methods of The Householders' Co-operative Association, a new company that started into the grocery business in Toronto, were shown to be somewhat misleading. This concern is typical in many respects of others that spring up in various parts of the country whenever the promoters feel the general public is in a receptive mood; and the trade should be acquainted with their methods.

At that time it was felt that this association was not within its rights in inducing what was termed "members" to deal with it on the 20% discount plan by paying the annual fee of $5—or 25 cents per week for twenty weeks. Since then this view of the situation has been borne out by later developments and the business plans of the concern will evidently have to be recast.

R.M.A. is Ferreting.

When the proposition was first launched, the interests of the retail dealer were taken over by the Retail Merchants' Association under the direction of Secretary E. M. Trowern. The charter of the Householders' Co-operative Association came under the microscope, and the Provincial Secretary of the Province of Ontario was consulted. The result was that the above named concern has been advised by the Department that its charter does not permit it to canvass for members—every man or woman who joins it by paying five dollars a year must become, not "Members," but "Stockholders." This means that stock will have to be issued and that the shareholders will have a right to a say in the operation of the company. In other words the Householders' Co-operative Association must be put on a regular joint-stock company basis. It means the creation of a liability and the taking out of the hands of the promoters and present officers the absolute control of the destinies of the association.

The arguments that such concerns are necessary at the present time because the retail grocer is charging excessive prices, do not hold up very well in the face of other contentions of the promoters. A number of the present stores of the Association were taken over, states a member of the firm, at so much on the dollar for stock, and he made the further intimation according to Mr. Trowern, that fifty per cent. of the grocers anyway were not making any money. Just how the grocers can rob the public and at the same time not make money is a problem many of us would like to see solved. At the meeting of the Grocers' Section, Retail Merchants' Association, Toronto Branch, on Monday evening last, the entire question was discussed.

Just to refresh the minds of those who read the article in Canadian Grocer of September 25, some facts concerning the business methods of this new-fangled company are herewith given: To one who pays the membership fee of $5 per year, a reduction of 20% is made off every order given for goods over the counter. This means that if a person purchases goods that come to $1, he only pays 80 cents for them. But of course to get this discount he must be a member in good standing by having paid his fee of $5 or 25 cents per week for twenty weeks. This, however, did not mean that the "member" was a shareholder and that is the point the Provincial Secretary's Department has decided in favor of the Retail Merchants' Association.

National Railway Association.

While on the subject of Co-operative "Societies," it is interesting to note certain activity in regard to the National Railway Co-operative Association which operates a number of stores in different parts of Ontario, chiefly in the north and east. This concern as Canadian Grocer has pointed out in the past is composed principally of railway employees who were unacquainted with the retail business. It is therefore significant that a rather urgent letter was sent out recently calling for the remainder of the unpaid stock. At a time like this it would appear that considerable difficulty would arise in getting in the money, and even the call for it is not going to be in the best interests of the concern. It is capitalized at the sum of $5,000,000.

The War and the Dried Fruit Markets Again

Specially Prepared for Export Trade Dried and Evaporated Fruits Are Directly Affected by the Interference With International Commerce and the Partial Closing of European Markets —Early Prices Higher But Reaction Should Follow for an Indefinite Period—American Fruits Are Easy.

BUYING dried fruits at the present time is a problem of many phases for the grocer to consider and these phases are magnified in every particular so far as the brokers are concerned, owing to the proportions of their operations. It will be found that difficulties practically centre in the question of transportation upon which the war has had such an overwhelming effect—but what is now looked upon as a temporary shock would have been indefinite demoralization had it not been for the British mastery of the main. Transportation is the great natural factor in the situation, because dried fruits in their very nature represent a commodity specially adapted for export business. Attendant are the great obstacles which have been raised through the temporary disorganization of the international financial system, especially in European countries, higher costs of war insurance, increased freight rates, etc.

To bring the situation home there is the illustration of dried apples. With a big crop of apples this fall, Canada finds that prices will be very low, and this in the face of the general advance in the price of foodstuffs. The great influence is that the German market has been closed. Large orders had been placed by the Germans in the United States, and now that shipments cannot be made, their stocks are flooding the British market, with the result that there will be but a poor demand for Canadian goods.

Likewise the American prune is being kept out of the European market to a large extent and the future shows weaker conditions. This in the face of the fact that there is a small crop on the Pacific coast; but it must be remembered that nearly half of the American prune yield was exported. California raisins found a better reception on the market, as they were placed at a time when European importations looked very uncertain and when prices were high on that account. Here the situation is reversed, for the trade, to a large extent, is dependent upon the continental supply.

Mediterranean Fruits.

The situation in Mediterranean fruits with the opening of the war was nothing short of a state of panic. Out of the chaos came a resemblance of order when Great Britain took command of the trade routes and some assurance of transportation facilities was given. At the same time, however, the financial machinery was badly damaged and this damage took longer to repair. Importers who usually bought on sixty or ninety days found that their clients were unable to finance shipments except where the money was placed on call in London. And in some cases, as in Turkey, there was a period when even under these condition the exporters were able to do nothing, as the financial institutions had drawn the net so tight that they were unable to get sufficient funds to finance the movement of the stock to the boats. Business was paralyzed in some sections.

However, a degree of order was restored in due course with the result that there have been shipments of Valencia raisins and currants and some nuts coming forward through American ports and one boat took consignments direct for the Canadian importers, sailing for Montreal.

The prices on these arrivals are somewhat high, although nothing like what have been expected from the state of affairs which existed shortly after the declaration of war. Raisins were advanced to cover the higher cost of exchange, the higher freight rates—about double—and the increased war insurance, and yet this amounted to but about half a cent a pound and for currants there was less change for the reason that the price at primary sources was lower than a year ago.

Sultana Raisins and Figs.

The situation with regard to Turkish imports was very critical for a time and there were reports from exporters that they could not make shipments and that the prospects were that much of the crop would deteriorate owing to lack of facilities for handling. It was difficult to get shipments made of figs and Sultana raisins even where funds were made available at London.

Latterly there has been an improvement in conditions and some shipments are coming forward; but these are comparatively light for the season. Prices are higher. Even in the case of figs where there were contracts made in the usual course of business there is a demand for an increase of ten per cent—based upon the absolutely unlooked for developments—and in addition to this there are higher freight rates, insurance, etc., which amount to something between five and ten per cent. more.

The situation then in the opinion of prominent men in the dried fruit trade is that for the present higher prices will prevail owing to the interference with consignments and the resulting shortness of stocks—even taking into consideration the fact that there is likely to be a much shorter demand the situation looks firm for the holiday trade.

But the confidence which returned with the dominance of the ocean trade as displayed by Great Britain is being followed by a settling of the financial flurry to a reasonable extent and with further adjustments the outlook is that there will be freer shipments of fruits and nuts from the European countries which should relieve the situation after the first of the year and lower prices for future delivery are being counted upon.

However, the future must remain veiled in a certain amount of uncertainty no matter what deductions may be drawn. If shipments can be made with a reasonable degree of safety as at the present time and finances can be arranged on anything like a favorable basis, it would appear that prices will be easy. There should be substantial reductions at Mediterranean sources of supply owing to the fact that the European consumption will be very seriously curtailed.

Looking as far ahead as another season the cloud of uncertainty can hardly be pierced. With the situation remaining as at present; with the European consumption curtailed and the producing countries free to continue their operations; and with shipping routes open and finances on a fair basis there should be no apprehension as to supply or prices—but then who can tell.

There are reports that the British and Canadian Governments are in the market for 500,000 *pounds of evaporated apples and should this business materialize it would materially strengthen the situation which is now very weak. However, a prominent apple man states that the chances for this big order do not seem as good as some weeks ago and he personally is of the opinion that nothing is likely to come of it.*



An appropriate house-cleaning window trim shown last week by W. V. Webster, a Trenton, Ont., grocer.

An October Housecleaning Display

IT needs no stretch of the imagination to appreciate that the housecleaning window which is here shown would attract the attention of the housewife who is thinking of the fall campaign against the dust of summer which generally gets into every room of the house during the hot days, when the doors and windows are thrown open to get the benefit of passing breezes. And attracting attention with a display that has a strong selling force is good business. There are goods shown in this window that many women would hardly think of asking the grocer for.

There is nothing expensive about a display of this kind; there is nothing that cannot be accomplished by the grocer with an ordinary stock without the use of fixtures or foreign materials. Practically everything shown in this window can go back into stock again and what does not go back to the shelves is in the shape of advertising material which is supplied by manufacturers free of charge, and which is too often discarded by the grocer as being worthless because it costs nothing.

The small house which stands in one corner is made of stock material with a roof formed of advertising cards and these cards are also used on a portion of the floor, the balance being covered with sweeping compound with "Housecleaning" marked in a different color.

This window was arranged by W. V. Webster, Trenton, Ont. He has been in business for less than a year and launched his effort in new premises with an entirely new stock. His front has two windows ten feet deep, but he does not consider that the space is in any way wasted, for he believes that his windows are one of his strongest selling forces. Always he tries to make them seasonable and timely and makes it a rule that they are to be changed once a week or oftener. At the time this photograph was taken there was a splendid Thanksgiving display in the opposite window.

Text of a State's Sanitary Food Regulations

What Food is and What Constitutes Unsanitary Conditions — How Floors, Walls and Ceilings Are to be Attended to—Self-Closing Screen Doors the Law.

WHILE the tendency in Canadian grocery stores during the past few years has undoubtedly been towards more sanitary surroundings, we have no one definite law here, as in some of the States in the country to the south, compelling all places where foodstuffs are manufactured or handled to live up to certain regulations. It is, therefore, a credit to Canada that we find so many clean and sanitary grocery stores in which foods are handled in the most approved fashion.

In this connection it is interesting to note the law as it exists in the State of Indiana, which, as will be seen, goes into the situation pretty fully. It is as follows:—

TITLE.—THE SANITARY FOOD LAW OF 1909.

An Act providing for the sanitation of bakeries, canneries, packing houses, slaughter-houses, dairies, creameries, cheese factories, confectioneries, restaurants, hotels, groceries, meat markets, and all other food-producing establishments, manufactories or other places where food is prepared, manufactured, packed, stored, sold or distributed, and vehicles in which food is placed for transportation; regulating the health of operatives, employees, clerks, drivers, and all other persons working on the premises who handle the material from which food is prepared or the finished product; defining food, regulating the wholesomeness of food manufactured, prepared, packed, stored, sold, distributed or transported; defining the duties of the State Board of Health and the State Food and Drug Commissioner; providing penalties for the violation thereof, and repealing Acts in conflict therewith.

FOOD DEFINED.

Section 1.—Be it enacted by the General Assembly of the State of Indiana, that every building, room, basement, or cellar occupied or used as a bakery, confectionery, cannery, packing house, slaughter-house, dairy, creamery, cheese factory, restaurant, hotel, grocery, meat market, or other place of apartment used for the preparation for sale, manufacture, packing, storage, sale or distribution of any food, shall be properly lighted, drained, plumbed and ventilated and conducted with strict regard to the influence of such condition upon the health of the operatives, employees, clerks or other persons therein employed, and the purity and wholesomeness of the food therein produced; and for the purpose of this Act the term "food" as used herein, shall include all articles used for food, drink, confectionery or condiment, whether simple, mixed or compound, and all substances or ingredients used in the preparation thereof.

UNSANITARY CONDITIONS (WHAT CONSTITUTES).

Section 2.—The floors, sidewalks, ceilings, furniture, receptacles, implements and machinery of every establishment or place where food is manufactured, packed, stored, sold or distributed, and all cars, trucks and vehicles used in the transportation of food products, shall at no time be kept in an unclean, unhealthful or unsanitary condition, **and for the purpose of this Act, unclean, unhealthful or unsanitary conditions shall be deemed to exist if food in the process of manufacture, preparation, packing, storing, sale, distribution or transportation is not securely protected from flies, dust, dirt, and, as far as may be necessary, by all reasonable means from all other foreign or injurious contamination**; and if the refuse, dirt and the waste products subject to decomposition and fermentation incident to the manufacture, preparation, packing, storing, selling, distributing, and transporting of food, are not removed daily; and if all trucks, trays, boxes, baskets, buckets and other receptacles, chutes, platforms, racks, tables, shelves and all knives, saws, cleavers and other utensils and machinery used in moving, handling, cutting, chopping, mixing, canning and all other processes, are not thoroughly cleaned daily, and if the clothing of operatives, employees, clerks or other persons therein employed is unclean.

FLOORS, WALLS AND CEILINGS.

Section 3.—The sidewalls and ceilings of every bakery, confectionery, creamery, cheese factory, hotel and restaurant kitchen, shall be well plastered, wainscoted or ceiled with metal or lumber, and shall be oil painted or kept well limewashed, and all interior woodwork in every bakery, confectionery, creamery, cheese factory, hotel and restaurant kitchen, shall be kept well oiled or painted with oil paints, and be kept washed clean with soap and water; and every building, room, basement or cellar occupied or used for the preparation, manufacture, packing, storage, sale or distribution of food shall have an impermeable floor made of cement or tile laid cement, brick, wood or other suitable non-absorbent material, which can be flushed and washed clean with water.

SCREENS.

Section 4.—The doors, windows and other openings of every food-producing or distributing establishment during the fly season shall be fitted with self-closing screen doors and wire window screens of not coarser than 14-mesh wire gauze.

TOILETS.

Section 5.—Every building, room, basement or cellar occupied or used for the preparation, manufacture, packing, canning, sale or distribution of food, shall have convenient toilet or toilet rooms separate and apart from the room or rooms where the process of production, manufacture, packing, canning, selling or distributing is conducted. The floors of such toilet rooms shall be of cement, tile, wood, brick or other non-absorbent material, and shall be washed and scoured daily. Such toilet or toilets shall be furnished with separate ventilating flues or pipes, discharging into soil pipes, or on the outside of the building in which they are situated. Lavatories and washrooms shall be adjacent to toilet rooms, and shall be supplied with soap, running water and towels, and shall be maintained in a sanitary condition. Operatives, employees, clerks and all persons who handle the material from which food is prepared, or the finished product, before beginning work, or after visiting toilet or toilets, shall wash their hands and arms thoroughly in clean water.

CUSPIDORS.

Section 6.—Cuspidors for the use of operatives, employees, clerks or other persons shall be provided whenever necessary, and each cuspidor shall be thoroughly emptied and washed out daily with disinfectant solution, and five ounces of such a solution shall be left in each cuspidor while it is in use. No operative, employee, or other person shall expectorate on the floor or sidewalls of any building, room, basement or cellar where the production, manufacture, packing, storing, preparation, or sale of any food is conducted.

LIVING IN WORKROOMS.

Sections 7.—No person or persons shall be allowed to live or sleep in any workroom of a bakeshop, kitchen, dining room, confectionery, creamery, cheese

(Continued on page 43.)

HUNTERS' WINDOW APPROPRIATE NOW.

IN DISTRICTS where there are a great many hunters who take to the chase of the "antlered monarch" every autumn, it would be appropriate to display at this time goods in the window that the hunter is most likely to require. A hunter's window, too, opens up possibilities for an original trim that will bring good publicity to the store. The display herewith proves that. Goods such as meat extracts, canned meats and fish, bacon, jams, condensed milk and coffee, ready prepared soups, tobaccos, cigars and matches, etc., are all lines that should find a place in such a trim.



A realistic hunters' window that should find much favor at the present time.

CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

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Winnipeg—34 Royal Bank Building. Phone Garry 2313.

UNITED STATES—
New York—R. B. Huestis, 115 Broadway, New York. Telephone 8971 Rector.
Chicago—A. H. Byrne, 6074 Stoney Island Ave., Phone Midway.
Boston—C. L. Morton, Room 733, Old South Bldg. Phone Main 1024.

GREAT BRITAIN—
London—88 Fleet St., E.C. Telephone Central 12900. E. J. Dodd.

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TORONTO, OCTOBER 23, 1914

Fall Number Next Week.

FOR SEVERAL WEEKS past editorial representatives of Canadian Grocer have been on the hunt all over Canada for practical business articles for the Fall Campaign Number. While the readers of this paper must in the final analysis be the judges of the business character of this number, yet we have every reason to state that the Fall Number will surpass any issue that has ever previously been presented to the grocery trade of Canada.

The Fall Campaign Number will come out next week. It will be the regular issue elaborated upon, the main feature being the actual money value of the practical articles it will contain. These have been secured from good merchants in all parts of the country who have been most generous in the time and thought they have spent in supplying the information.

The illustrations themselves make up a very important part of this issue. Some fine Canadian store interiors and window displays will be shown that will mean an inspiration to every dealer.

Watch for this issue, and see that your copy arrives.

Higher Seeds Next Spring.

IT IS UNLIKELY that the trade will have to pay a higher price for his flower seeds next Spring, owing to difficulty in securing supplies from Europe. Seed merchants at present are unable to provide any accurate information as the crops are only now being gathered, but they admit a slight advance is probable, especially in package seeds. Canada is not a good seed producing country, as the summer is too short and hot, resulting in the seed dying in the pod before it is ripe enough to ensure germination. Germany has been the source of many flower seeds used in this country, and the same country supplied much of the grass and vegetable seed.

For next spring's supply, importers are relying on Holland, Denmark, France, the United States and England, Denmark produces much of the cauliflower and cabbage seed, while France provides much of the best seed. England produces turnip and garden beet, and California onion and lettuce. Flower seeds will be most affected, coming from Germany.

The supply of bulbs, which are planted in the Fall, has not been affected by the war, as they had been imported long before war broke out. As these come mostly from Holland and the south of France, it would not be impossible to secure further supplies if required.

The Bean Situation.

BEANS WERE SUBJECT to a rapid advance following the outbreak of the war. Prices soared from $1.50 to $2 above the prevailing market during the month of July. Naturally there was a sharp reaction. This reaction was due to the clearing of the air to a large extent, and to the fact that the new crop of beans would soon be available and was aggravated by the circumstance that in the trade there had been heavier buying at the high prices than appeared to be warranted in view of the developments.

The prevailing price for beans at the present time is slightly more than a dollar over the quotations which were general on the market a year ago. This price is 50c to $1 under two months ago. Whether there will be a further reaction seems to be a matter of opinion. Generally the war conditions and the attitude of the farmers, together with the fact that there was a small crop throughout Ontario, would seem to indicate that the present market is on a fairly firm foundation, but the position of the trade in any locality in relation to buying during the war flurry, might effect this until such time as stocks were put in a more healthy state.

Farmers, in view of the war, are inclined to hold for high prices and deliveries are slow. If this policy is continued as it probably will be, reduced prices are not likely in the near future. However, it should be remembered that the present values are war values in a large measure and any developments which might indicate chances for an early settlement of the European hostilities would undoubtedly cause both

growers and brokers to come from cover in such a manner as to flood the market and drive the bottom out of prices in an effort to take profits.

Goods to Sell Now.

SUMMER HAS DEPARTED for another year, and we now look forward to a general lowering of the thermometer until the height of the winter season is reached. The change of seasons brings to the grocer a change of policy. From now on he will sell goods for which there was only a light call during the hot weather, and which must now be given their due attention. These might be termed the "cold-weather" goods. It is a good thing, too, that certain goods have their respective seasons because this gives the dealer the excuse—or rather the opportunity—to push their sales by arguments that cannot be refuted.

There is a lengthy list of articles that every dealer should feature just now and throughout the winter. Among these are to be found cocoa, condensed soups, meat extracts, pork and beans, oysters, canned vegetables, baking materials, meat sauces and pickles, marmalades and jams, etc. Use the window for them until the Christmas goods arrive and get all the business going at the present time in winter lines.

Mixed Farming in the West

ELSEWHERE IN this issue an article appears concerning a problem of vital interest to Westerners. The article is written by a Westerner who is in close touch with Western Problems. He urges retail merchants to do their share in preaching the gospel of mixed farming. This appeal should not go unheeded. Every retail merchant should do his share towards encouraging mixed farming in the West. Grocers are in close touch with the farmers and the influence of the Western grocery trade, if each man does his share, will go a long way towards bringing about conditions which will be beneficial not only to Western farmers and merchants, but to Canada as a whole. The future of the West and the future of Western Canadians individually depends to a large extent upon mixed farming rather than in the exclusive growing of grain.

There has undoubtedly been a neglect of mixed farming in the past.

In a recent report of the commission on agricultural credits of the Saskatchewan Government, there is a statement that the country cannot be developed or sustained on grain-growing alone. This was the conclusion drawn after an exhaustive inquiry into agricultural conditions in all parts of the world; it was the declaration that Canada could not hope for agricultural success along lines which history repeated had shown to be unsound.

There were a number of factors which made it inevitable that the Western farmer must change from his grain-growing policy. The cost of the transportation of grain to world markets with the long rail haul is too high for handling anything but the best grades; the only way to get the benefits from the balance is by using it for feed and this applies to half crops which are hardly worth threshing, and which would make good fodder. The price of land was advancing so rapidly and the price of labor also, that the wheat markets did not offer the avenue to satisfactory profits. Experience was proving that the one-crop farmer was not the safe and sane farmer, and that it was a better policy to have always something for the rainy day—or perhaps it would be better to say the lack of rainy days. Then on top of all is the quiet spell in the West and the tightening up of credits on the part of the implement companies. The banks too have given the farmer a chance to catch up to things and look them in the face.

This is a problem in which every Western grocer is vitally interested and one worthy of his earnest consideration and support.

A Wrong Impression

THE IMPRESSION has been created that the apple crop is an abundant one this year and this is correct. But the people seem also to be convinced that because of this fact, apples should be sold to them at a very low rate, and when a dealer offers a good apple at a fair price, complaints have been made that the retailer was getting more than his due. This is one of the results of not considering the retailer in the Government's advertising campaign.

While apples are cheaper than a year ago, the public seem to feel the prices should be exceedingly low for fruit which would otherwise, they think, go to waste. But it should be remembered that outside of the price of the apples themselves there is no reduction in cost of picking, packing and marketing. For instance, a dollar on a barrel of apples in relation to the first cost price would be very important indeed to the former, but the same dollar would not have the same significance in relation to the retail price—picking, packing, transportation, etc., are just as high this year as before.

The fact that the opinion of the people in a matter of this kind is important, was shown this summer in relation to the peach crop. There were reports all over the country that there would be few Canadian peaches. The people prepared themselves to meet the contingency and laid their plans accordingly and in the household program it was generally decided not to "do any down" this year. Believing that there were no peaches, then, there was little demand for any. The result was that when there was a fair supply available from the Leamington district there was no call for them and they did not command anything like the prices which the general shortage warranted.

The more talk there is of the big crop and cheap apples the better the demand is likely to grow, but the more will be the complaints about alleged high prices being asked. There are many different varieties of apples; there are hand-picked and windfalls and there are superior packed boxes and barrels. Hence some apples must command higher prices than others.

Editorial Notes

COURTESY IS A necessary attribute to any one dealing with the public.

* * *

THE TORONTO Housewife's League ought to have a picnic. The women have $56.02 on hand.

* * *

WITH THE COOLER weather coming thoughts should be turned to the winter selling lines.

* * *

IT SURELY SUGGESTS stagnation when a window display is left too long to the view of the public.

Mixed Farming Pays!

A Sermon for Every Merchant to Preach

Written by G. Darling, Winnipeg, Canada.

ONE of the greatest problems the Dealers of Western Canada have to face is the difficulty of getting cash during the Spring and Summer months. Wheat growing may be profitable, but only produces cash once a year—it's a bad practice as it is a gamble. Years before Canada was discovered the saying re "Putting all eggs in one basket" was known and carefully guarded against. Let the crop fail and the Dealer is up against it.

Why should any Dealer act as a Banker for the farmer, and often without drawing any interest for doing it? Why should any Dealer be forced to go on his knees to the Wholesaler and plead for extensions?—and have to pay interest on those extensions when he cannot in turn get interest from his customers?

Simply because the Wheat miners of the West will not wake up to the money-making possibilities of Mixed farming.

Let us consider Dairy farming alone:—

It will give a semi-monthly or monthly cheque, ready money for anything that is wanted on the farm or in the house. Cash can be paid for everything.

It will give relief from a very objectionable system of running a years' store bill all to be paid out of the possible grain crop in the Fall.

It means better buildings, both houses and stables, and the acquirements of many comforts in the farm home.

It means that farmers will live in their community all the year around.

It means that the farmers will employ help all the year around, and thus build up communities.

It will do away with the buying of Implements on time.

It will settle the vacant lands and close up distances between neighbors.

It will supply fertilizers for the land and lead to bigger and better crops.

It will—but why run on? Mixed farming, dairy, grain, vegetable, grasses, horses, pigs, fruits, etc., mean affluence to all in the community where it is practised.

Here Mr. Merchant is a sermon, or the meat for one, to be preached without ceasing year in and year out, to everyone who enters your store, farmer or townsman, woman or child, for each has some influence and all can be made to see light.

It's to your interest; community wealth increases buying power of individuals and cash enables you to take discounts. It is to our interest because an affluent community buys more paint in order to become more affluent and in this we all benefit.

Don't depreciate your personal influence in your town—your opinion probably carries more weight than anyone else's, you being a business man and, probably, a man to whom most of the population owe money.

They say a hint is as good as a kick to a wise man—You're wise—what?

As for the need of Mixed Farming in Western Canada from the point of view of a home Market read this:—

WESTERN CANADA IMPORTED DURING 1913 25,000,000 POUNDS OF BUTTER, 50,000,000 POUNDS OF MEAT AND 7,000,000 DOZEN, OR 84,000,000 EGGS.
'NUFF SED.

Here's a Store Where There are No Rules

Goodwin's Limited, Montreal, Have No Rules for Employees—Believe in Developing Individual Responsibility—Customers Are the Bosses.

An interview with W. H. Goodwin, of Goodwin's Limited.

MONTREAL, Que.—(Special)—Books of rules for employees are quite common with a great many of the larger stores all over the country. Some have quite a volume, with rules bearing on many points that have relation to the policy of the firm and its attitude toward customers. Others content themselves with a set of "instructions to clerks" of perhaps a dozen or more subjects, while others again issue bulletins periodically on certain matters, of which it is deemed advisable to have the clerks informed.

For instance, it may be that clerks are required to be at work at a certain time in advance of the regular opening of the store. Possibly it is desired to inform clerks that they should not use the telephones during business hours, or that the elevators are for the convenience of patrons rather than for employees. There are lots of points covered in these books of rules, and there are lots of the rules that are not rigidly adhered to, as the framers of them know.

It was with the knowledge that such sets of rules differed in many cases, and with the idea of finding some points that might be helpful to other merchants that a representative of CANADIAN GROCER interviewed W. H. Goodwin, of Goodwin's Limited, Montreal.

"Our book of rules!" exclaimed Mr. Goodwin, in response to a query. "We haven't such a thing. We try to have every employee feel that they are part of an institution that is placed here to serve the people. We want everyone in this store to feel that they are individually responsible for the success of the enterprise.

Holds Rules as a Restraint.

"We stand for a principle; that the making of sales depends on having the right class of goods and an intelligent and competent service. Our clerks are given to understand that we expect them to do their best. We would not attempt to lay down any hard and fast rules for them to go by. We want them to develop their individual talents and to lay down a set of rules for them to go by would defeat the purpose aimed at. They would be thinking all the time, 'Am I working according to rule, or is this or that done as the rules say?', rather than considering, 'Am I giving this customer the best possible service?' Rules, to my mind, are a restraint, and they do not tend to bring out the hearty co-operation that the lack of them inspires.

How to Cure Lateness.

"We say to our young ladies, for instance, 'Our customers expect us to be here ready to serve them when the doors open in the morning.' It is evident then that if they come in a half hour or an hour late, they have not caught the proper spirit. If they are late they report to the superintendent of employees, and if they have a valid excuse for their tardiness, as they sometimes have, it is recognized. If it happens that a clerk is late several times, the superintendent will point out to them that we do not attempt to say what time they should get up in the morning or what time they should leave their homes. That is not our affair, but it is expected they will be sufficiently interested in their work to be here when the public expects them. We have some employees who are so interested and enthusiastic about their work **that we have to practically drive them out at night.**

A Special Line For Each.

"What we would like to see is the work so sub-divided that every clerk would feel that they were especially responsible for some particular task or that they have special knowledge of one particular line of work. **The buyer of the department should have his clerks so that he could go to them and ask their advice on what to buy and be prepared to purchase what they recommend.** They are the ones who meet the people who buy the goods, and they should be in a better position to say what should or should not be purchased than anyone else. The work should be so sub-divided that a girl, for instance, can say 'I know all about collars, that is my specialty.' Then she is valuable to that buyer.

"**We want our clerks to study out and understand the relation of one department to another and to catch the spirit that we are here to sell the people what they want.** Only as we can interpret the demands of the people and sell them the goods they want to buy are we serving our purpose.

No 'Boss' in This Store.

"There is no 'boss' in this store. The people are the bosses, but even they have their limitations, for they must pay the price for what they want.

"No, we don't have any rules and we don't want any. We all have our duties to perform and it is for us, individually, to recognize our responsibility and to give the best that is in us to the carrying out of our work."

It was remarked by the GROCER representative in the course of the interview, that the general offices had been removed from the top floor of the building to a space on the second floor. The offices are now situated along the front of the building, adjoining the dress goods, shoe and blouse departments. They are separated from these departments merely by a low rail, and all officials of the store may be easily approached and seen.

As for the reason for making this change, Mr. Goodwin said it was simply a recognition of the principle that there could not be too much "light." "People want to know all about everything and we want them to feel that we have nothing to conceal. We have no private offices in this building, except our board room. **I have my desk here where anybody can see me without passing several boys with brass buttons, and it is the same with other officers of the company. We want the people and our employees to feel that we are all working together for the same end.** We are here for the purpose of selling the people the goods they want. We endeavor to consider the welfare of the employees as well as the customers, and for that reason have our own hospital, with doctor and nurse who look after those needing their care."

Fall Sales Number Next Week

To the Trade—

ONLY one more week intervenes before the Fall Sales Number of Canadian Grocer goes to the trade. In past issues you have been given an idea of the practical character of the articles it contains. Those articles already suggested are but a few of the many that are in type. While the merits of any publication must in the final analysis be judged by the men who read it, yet we can confidently state that no more practical issue has ever reached the Canadian grocery trade. You, as business men of Canada are the inspiration for the articles it contains. The methods defined and the opinions expressed are those of yourself and fellow dealers, and while they all cannot be put into practice in your own particular case, many of them can and they all can be used as a nucleus for the selling of more goods and the building up of the business.

"The Average Cost of Deliveries and Salaries," is the title of an article dealing with an important subject. To obtain the material for this Canadian Grocer wrote a number of merchants in different parts of the country for their delivery and salary expenses in percentage and by striking an average from the replies received a fair idea of what these overhead expenses should be has been presented.

If the merchant is interested in store plans, he will see a number in this issue. One is the plan of an exclusive grocery store of a high character and another of a general store which is being conducted on very advanced lines.

"Pinning One's Faith on Display" is the subject of a most practical article, showing the many devices a Canadian dealer uses to get more business. The front of this store is of a unique design, and one that was arranged with a view to producing actual sales.

"Fire Rangers Bring Big Business to This Store." This tells how a Northern Ontario firm go after an unusual class of trade. At the time of the gold rush to Gowganda it got its footing and since a big business has been built up.

For short, crisp items, each one bearing a practical idea, the department "How Other Grocers Do Things" will be found most valuable. A large collection has been gathered by the various editorial representatives.

"Difficulties With Credit Customers Discussed." No phase of the retail business is considered more important than that of looking after credits. This article discusses the ways of a number of grocers who make it their business to keep down bad credits.

"A Two Hundred Thousand Dollar Business Begun on $75," is the title of another article that will give an inspiration to every young man in the trade. It points out how a Western Canadian merchant in six years' time has built up a large business from an exceedingly small source.

During a time like the present when a large number of the consuming public have secured a store of staple foods to last them for quite a while, it is the duty of the dealer to extend his business in some other way. What better than by stocking new goods and introducing them to his customers and adding new departments that readily find a home in the Canadian grocery store. One article will tell in detailed form just how a merchant is increasing his business and profits by this method.

In addition to all these and those already mentioned in previous issues will be many others that every dealer will be interested in. The Fall Number is one that should be kept on file for future reference. It will be mailed next week. Make sure your copy reaches you.

The EDITORS.

October 22, 1914.

Last Call

To Readers:

Our next issue will be our Annual Fall Sales Number, handsomely turned out, with the best line of practical sales promotion articles our editorial staff have ever got together. Be you proprietor or clerk, you will find this number will help to make you a better informed, a more efficient, a more valuable salesman. Be on the lookout for this number. Read it carefully and hang it up on a convenient nail for future reference. You will be surprised how often you will refer to it.

To Advertisers:

We have done our part. Our market information, our salesmanship help in our Fall Number will give the retailer the information he wants only up to a certain point. We give him ideas and suggestions for selling "sliced bacon," for instance, or maybe "strawberry jam." He can't sell sliced bacon or strawberry jam in general—he must sell somebody's sliced bacon or strawberry jam; if not yours, then some other fellow's. But in our Fall Number he wants you to tell him "the why," "the selling points" of your brands. If we in our editorial and news departments get him interested in stocking and pushing the sales of your *lines*, it is your duty and opportunity to interest him in your *Brands*. He will expect to see what you have to say in your advertisement. If you haven't sent it in already, please lose no time. Copy and cuts should be sent by first mail.

Manager,
CANADIAN GROCER.

Curtain Falls on Toronto R.G. Association

Executive Meetings Brings its Long Regime to Close — Now Amalgamated with Grocers' Section of the R.M.A.—The Closing Speeches—Past Officers of the Organization.

Staff Correspondence.

TORONTO, Oct. 21.—The end of the regime of the Toronto Retail Grocers' Association came last Thursday evening, when an executive meeting was held to finish up the business of this organization and to prepare for the entering upon the new under the banner of the Grocers' Section of the Retail Merchants' Association of Canada, Toronto Branch. One of the pleasing features of the meeting was a presentation of an envelope with cheque to one of the hardest workers in the Association, Fred C. Thorne. Mr. Thorne has held the position of secretary for the past five years and has attended to the arduous duties connected with that office faithfully. The presentation was made in a happy speech by one of the veterans, J. C. Bond. Mr. Thorne modestly acknowledged the gift, and the period in this case was the singing: "For He's a Jolly Good Fellow."

President Neil Carmichael was in the chair, and in a few fitting words referred to the ringing down of the curtain on the old association and urged the attendance of every man at the meetings of the new organization. He called upon some of the older heads for reminiscences of bygone days in the grocery trade and in the former association. It was a significant fact that everyone dwelt but lightly on the past—all looked to the future. This presages good things to come. It was a case of: "Welcome the Coming, Speed the Parting Guest," and if all signs hold true there will be some splendid work accomplished during the coming year. Among those who spoke were D. W. Clark, who was a charter member of the Toronto Retail Grocers' Association and who has occupied the position of President twice; Samuel Bone, a grocer of many years' standing; R. A. Dutton, who has been connected with the trade in Eastern Ontario as well as in Toronto; Donald McLean, another Toronto grocer with a long and honorable career, and W. J. Parks, who evolved into the grocery business not long since from the ranks of the travelling salesmen.

All these men held the view that while the old organization had served a good purpose in days gone by, they looked into the future as part of the Retail Merchants' Association with eagerness and anticipation that more was to be secured from it. As the president put it, it was a matter of duty, not privilege, to further the interests of the trade. D. W. Clark's message summed up with: "The curtain falls to rise again and show us a wider and a broader platform." S. Bone said: "We should all be recruiting sergeants—let us show our fellow grocers it is their duty to enlist for service." R. A. Dutton: "Although opposed at first, I shall do my utmost to help things along." Donald McLean: "The only way to accomplish anything is by getting together." W. J. Parks: "I am delighted to know the two associations are now together."

There was a good attendance of members, among them being the following: Neil Carmichael, J. Davison, D. Bell, D. McLean, Bailey Snow, F. L. Giles, S. Bone, J. F. Giles, F. H. and W. H. Riesberry, R. A. Dutton, Allan Snider, Harry MacDonald, M. J. Cork, W. J. Parks, Donald Nicholson, J. S. Bond, F. C. Thorne and D. W. Clark.

After the meeting there was an interesting social game of euchre of the progressive character, the winner being Fred Giles, College street.

PAST PRESIDENTS.

About the time Canadian Grocer was established back in 1886, the Toronto Retail Grocers' Association was also formed. Now that the last act of that body has been performed it is interesting to look back over the list of presidents and other officials of the Association. The files of this paper show that in 1887, Wm. Mara was at the head. Other presidents were the following:

Mr. Berwick in 1889.

Robt. Mills in 1890, with Mr. Thackary as secretary.

Mr. Booth in 1892, with Mr. Corrie secretary.

D. W. Clark in 1893. (Mr. Clark by the way is the only charter member now in business in Toronto).

R. Ronald in 1894.

A. White in 1896. J. S. Bond was vice-president in that year and R. M. Corrie secretary.

J. S. Bond in 1897.

W. H. Marmion in 1898.

F. W. Johnson in 1899, with Edward Hawes as secretary.

D. J. Kelly in 1900, with B. Panter vice-president.

B. Panter in 1901. David Bell was treasurer that year.

W. J. Sykes in 1902.

David Bell in 1903.

H. D. Kelly in 1905, with B. Panter as secretary.

B. Snow in 1907.

F. C. Thorne in 1908.

Thos. Clarke in 1909, with J. C. Beaumont secretary.

Donald McLean in 1910, with F. C. Thorne, secretary.

W. C. Miller in 1911.

Robt. Davies in 1912.

D. W. Clark in 1913.

Neil Carmichael 1914.

MONEY IN HANDLING GAME.

The grocer who is in a district where there is a lot of game during the fall season, and where the hunters are in the way of making good bags, should make note of the fact that there is an opportunity to work up a nice little business in getting this game to market.

There are many hunters where the ducks are plentiful, who make a big bag without having any particular purpose in view, and don't know what to do with it when they get home; there are others who make a business of shooting game—or would do so if they were aware that there is a regular market open for their spoils—who are not in touch with buyers. There is an opportunity in handling this game for shipment, and the season is now on.

An Ontario firm, which holds a game license for wild duck, deer, bear and rabbits, states that they can handle on commission any shipments made to them, and announce the following prices:—Black duck, $1.15 to $1.25 per pair; redheads, 90c to $1 pair; blue bill, 70c to 80c pair; canvass back, $1.25 to $1.40 pair; teal, 40c to 50c pair; whistlers, 60c to 70c pair; large plover, 30c to 40c pair; wood duck, 50c to 70c pair. Mudhens, cowene, and saw bill are not worth very much, and their shipment is not advised.

Two Grocers' Associations are Now United

First Meeting Held Since The Amalgamation—Officers Elected For the Year With Neil Carmichael as Chairman—Co-operative Store Question Discussed.

TORONTO, Oct. 21.—For a good many years there have been two grocery associations in Toronto—The Toronto Retail Grocers' Association and the Grocers' Section of the Retail Merchants Association. That is now a thing of the past. A junction of forces has been effected, and from now on the two march upon the enemy in one battle line. While the amalgamation was practically arranged early in the summer, it was actually just consummated on Monday evening last, when the first meeting of the united forces was held in the R.M.A. rooms at 21 Richmond St., West.

The important business of the evening was the election of the officers for the coming year and the general resume of conditions and things in the grocery trade that need the attention and "watch-dog" services of the retailers.

The Officers Elected.

The preliminaries were in charge of F. C. Higgins and after M. Moyer, the organizer in Toronto, urged upon the members the necessity of entrenching themselves against the difficulties that are being met with, and of assisting in the organization work by prompt payment of fees, etc., the following list of officers was selected, some unanimously and others by ballot:

Chairman—Neil Carmichael.
1st Vice Chairman—F. C. Higgins.
2nd Vice Chairman—W. J. Parks.
Treasurer—Donald McLean.
Secretary—E. L. Cleverly.

Advisory Committee—(East End) — R. H. White, Church St.; R. Ferguson, Queen E.; J. S. Bond, Gerrard St.; T. E. Care, Pape Ave. (West End)—A. M. Smith (with Padget & Co.), West Toronto, Dundas St.; M. J. Cork, College St.; A. Snyder, Roncesvalles Ave.; Geo. Riley, College St., and Mr. Ballard.

(North End)—D. W. Clark, Avenue Road; D. Bell, Bathurst St.; F. C. Thorne, Euclid Ave.; J. Duggan, Christie St., and C. Webb, Vaughan Road.

Auditor—S. Bone, Avenue Road.

In the subsequent discussion it was evident there were many questions to be dealt with during the coming year. Among them is that of selling laundry soap at six-for-a-quarter, which many of the speakers touched upon. The peddler problem, a change in the garnishee law, and in the weights and measures act were others that will be given attention.

E. M. Trowern, secretary of the Retail Merchants Association, Ontario Branch, reviewed some of the work the association has now underway. He dealt with the Householders' Co-operative Association, referred to on another page, and a concern that some time ago attempted to launch a new system for looking after credits by the use of "coins" or discs in some respects similar to our Canadian coppers. The idea was that when a merchant had arranged for the amount of credit a customer was to get, he gave her a certain number of these discs and as she purchased goods from time to time, she was to hand back so many of them until the credit limit was reached, when she must pay the bill. Mr. Trowern was asked his opinion on the system and decided to send it to Ottawa to the Minister of Justice department for a ruling, as he thought it might come under the Banking Act. The reply received was to the effect that it was illegal to circulate such coin representations, the result being that the establishment of the system was discarded. The Ontario secretary urged all members to send in any new doubtful schemes that were offered them before signing up. The meeting proved to be a most interesting one and now that the officers have been elected, the subsequent gatherings will be even more practical. The next meeting will be held on the second Monday in November.

INSTALLED NEW FIXTURES.

In last week's issue the names of a large number of grocers were given who, uninfluenced in any way by the war, have shown every confidence in the future by installing new fixtures and equipment. In addition to that list, the following have installed new dust-proof bin fittings:—

H. A. Sprague, Tribune, Sask.

Dupuis Freres, Limited, Montreal, Que.

Cohoon & Patterson, Central Avenue and Main Street, London, Ont.

The Trites-Wood Co., Ltd., for their departmental store at Michel, B.C.

Cyrus Craft, Waterloo, Ont.

USEFUL PART OF THE BUSINESS.

Editor Canadian Grocer:—

I am a reader of Canadian Grocer and find it a very useful part of my business.

MUNRO & McMILLAN,
per McMillan.

Central Butte, Sask., Sept. 28, 1914.

SELLING HOUSE-CLEANING GOODS.

That the autumn is a good season for the pushing of house-cleaning goods is evidenced by the number of window displays about the country. Last week a Canadian Grocer representative observed two attractive trims in Western Ontario. One of these was in the window of Sherwood & Son, St. Catharines. This showed a neat arrangement of polishes, brooms, brushes, washboards, powders for cleaning purposes, etc. The display sold the goods, too.

In the window of G. E. Curtis, Simcoe, Ont., was another good trim. One of the features of this was the catchy show card work of one of Mr. Curtis' sons. The window included lye, ammonia, mops, brooms, silver polish, metal polish, soaps, sink cleaning powders, stove polish. One of the show cards read: "Arms and Ammunition for Household Use," and the other: "Are You Ready for the Enemy—Dirt." The Curtis boys found this is to be a good seller.

BELGIUM HAS CHICORY TO SELL.

The attention of coffee manufacturers is called to a request from a chicory manufacturing in Bruges, Belgium, where the present great war has been such a disaster to the people. A communication has been received from E. Moulaert, who manufactures chicory in the above-named town, by a party in Ottawa. This was then passed over to the Commissioner of Commerce, R. Grigg, who has forwarded the request to Canadian Grocer.

The letter asks for the names of firms who would be interested in the purchase of torrified chicory, ground in powder and in grains. The following heart-touching appeal and appreciation is found in the letter:—

"In the great misfortune which has struck so cruelly our dear Belgium, so odiously devastated by the coward invader, I come to you and appeal to your kindness. I pray you to help me, by the means you have of helping us a little, by recommending my offers to the important firms who might be interested in the importation of chicory.

"Thanks! . . . To you all! . . . Great and noble nation of Canada, for all you are doing to relieve the sufferings of the little Belgian nation, who will never forget your generosity, and will be eternally grateful.

"E. MOULAERT."

CURRENT NEWS OF THE WEEK

Quebec and Maritime Provinces.

O. Phaneuf, grocer, of Montreal, has disposed of his stock.

Willbrod Labreche & Fils, grocers, have registered in Montreal.

Thos. McCord, general merchant, Montmorency, Que., died last week.

A new market was opened last week on Ontario street, Maisonneuve, Que.

P. L. Turgeon, grocer and liquor dealer, Quebec, P.Q., passed away last week.

D. Raeten has opened a new grocery store at St. Lambert, Que. J. Sarard et Fils has also opened a new store in that town.

Forbes & Nadeau, Montreal, have been appointed sales agents for the Province of Quebec for the Kellogg Toasted Corn Flake Co.

W. E. Forbes, of Forbes & Nadeau, Montreal, has been "under the weather" for two weeks, but is expected back at business this week.

Mitchel, Nelson & Co., grocers and hardware dealers, Granby, Que., have dissolved and are succeeded by N. Mitchell & Co., Limited.

Charles T. Wales, general merchant, of St. Andrews East, Que., died on Monday, Oct. 19. He had been in poor health for some time.

A. & R. Loggie, packers of canned goods, and general merchants, Loggieville, N.B., sustained fire loss at their branch at Buctouche recently.

Albert Webster, son of the head of W. R. Webster & Co., cigar manufacturers, Sherbrooke, Que., has left for the front with the Strathcona Horse in the capacity of lieutenant.

Thomas J. Jost, formerly connected for many years with Moir, Son & Co. (now Moirs, Ltd.), Halifax, N.S., and well known in commercial circles in that city, died on Sunday, Oct. 11, aged 80.

Last week a notice appeared in the Quebec City street cars, calling upon the populace to each send one pound of unperishable groceries on October 20 in aid of starving Belgians. The day will be known as Pound Day in the city.

The Quebec Marine Grocers, cor. St. Paul and Sault-au-Matelot streets, Quebec, have taken over the business formerly run by Murphy & Weir, as marine grocers. The new owners are Joseph E. Drolet and Thos. J. O'Neil, the former of whom was bookkeeper in the old firm.

After nearly half a century in the grocery business, Robert McConnell, an esteemed resident of St. John, N.B., died last week. He was one of the oldest dealers in business, and his connection with the trade went back to the times before many of the modern methods of conducting a grocery house were even imagined.

Ontario.

A. R. Angle, grocer, Dunnville, Ont., has disposed of his business.

Frank L. Elkin, grocer, Port Arthur, Ont., has sold to Cox & Drewe.

Geo. E. Matthews, grocer, Hamilton, Ont., has sold to L. A. Charters.

Hellards, Limited, grocers, Ottawa, Ont., are succeeded by Hellard & Co.

Mrs. C. Wilford, general merchant, Streetsville, Ont., has sold to Sydney Hood.

F. R. Harrild has opened what is called the "Creamery Grocery" in Ridgetown, Ont., in the Grose-Bebee block.

A number of merchants in Peterboroug, Ont., are appealing against the assessments in the business section of the city.

John Pearson has sold his general store at Pearson's Landing near New Liskeard, Ont., and has gone to Hawkeston. Mr. Molyneaux is the purchaser.

Geo. Lequer, who has been connected with the grocery and meat business with J. A. Calder, in Simcoe, Ont., has taken a position on the travelling staff of the Noble Biscuit Co. of St. Thomas.

How would you like to be getting your sugar at $4.05 per hundred these days? A Toronto dealer who contracted before the war for a hundred sacks, is still paying for it at that figure.

Peebles-Hobson Co., grocers, Hamilton, Ont., are remodelling their store. The liquor department is being moved to where the meats are and the meats to the liquor department. A partition is being placed between the grocery and the present meat department.

Western Canada.

W. J. Reid, general merchant, Duval, Sask., is succeeded by J. J. Doupe.

Moffett & Robertson, general merchants, Viceroy, Sask., sustained a fire loss recently.

The stock of the estate of Robert Smith, grocer, Winnipeg, has been sold to J. P. Wilson.

The estate of V. W. Johnston, general merchant, Rossburn, Man., has been sold to M. Berkoff.

The estate of R. W. Wilson, general merchants, Simpson, Sask., has disposed of the stock to J. M. Blanchfield.

Hallonquist Bros., grocers, Weyburn, Sask., have donated five per cent. of the receipts of their store during a week to the patriotic fund.

The Paragon Grocery, owned by Robert Boyd, Regina, Sask., has been removed from 2318 14th ave. to a fine new stand down town at 1822 Hamilton street, opposite the new Trader Building.

At the annual meeting of the Regina Sask.. Retail Merchants' Association, the following officers were elected for the coming year: H. D. MacPherson, president; first vice-president, F. J. Robinson; second vice-president, Chas. Biggs; treasurer, N. L. Green; secretary, J. S. Williams. The following were elected conveners of the various trade sections: Grocers, Charles Biggs; butchers, John Ferguson; men's furnishers, J. W. Creswell; hardware, H. E. Armstrong; music dealers, E. C. Corbeau. The other trade conveners will be nominated later. The executive was authorized to engage the services of a permanent secretary, under conditions arranged at the meeting. The credit rating system was adopted, and will be put in operation after the appointment of the new secretary. Provincial organizer Arden was present, and stated that the meeting was one of the most enthusiastic held in this city for some time past.

The Biscuit and Cracker Manufacturers Co. of New York, opened on October 1 an office in the Postal Telegraph Building, Chicago, Ill.

Do always try to make the most attractive display possible.

Another Advance in Sugar--Probably Top Now

Prices Said to be Forced Up Because Refiners Had to Buy on a High Market—Future Very Uncertain, but Opinions Are Heard That Top Figure Has Likely Been Reached—Tea Advances in London and Likely to go Higher, While Figures Decline at Primary Sources.

Office of Publication, Toronto, Oct. 22nd, 1914.

JUST when it had been considered that the high point of the sugar market had been reached, and with values further declining in New York, came a surprise to the trade in a further advance. The advance of last week had been predicted and it left the situation firm, but in view of the conditions, higher prices were hardly looked for. The Acadia refinery gave the first intimation when the figures were raised 50c and there was some buying, but this was mostly checked by the action of the others in taking the level up 30c. The Montreal basis is now 7.05. Opinions are now that there are not likely to be further advances until there is more information as to the future situation.

The advance is another indication of the price which refiners had to pay for raws when they were forced into the open market to compete with American speculators. Refined in the States to-day is down to 6c. Great Britain has turned her demands to Java, and this, coupled with the American beet crop, caused a violent reaction. Developments will depend upon the strength of the British demand for Cubans when the Java supply is exhausted in about a month.

There is a feeling in the trade that there is something doing in tea. This week's cable from London denotes an advance of 1d. since the last sale which puts the market about 2d. above the basis before the war and this is emphasized in Canada by higher transportation costs. At the same time Ceylons and Indians are down 3c to 4c at original sources—but the trouble is to get them forward. Until these cheap teas arrive it is expected that London will go still higher. Japan teas are hard to get and Germany is thought to be diverting supplies of China blacks.

Imported dried fruits are expected to arrive shortly and as prices are not so materially above a year ago the situation is relieved to a large extent and figures go to a lower basis, although higher than the opening of a year ago by ½c to 1c a pound.

The strength of wheat maintains the position of flour without change, although the demand is very weak at home and the price is not satisfactory for export. Domestic trade is on a hand-to-mouth basis and volume is light with consumers heavily stocked. Bakers show a reluctance to renew contracts under existing conditions. Wheat deliveries have been very light, but price now means a dollar net to the farmer and this should mean better business. Rolled oats and other cereals are strong.

England has again become a factor in the Canadian egg market and shipments for export have relieved the situation to such an extent that there is a reaction of feeling from a week ago, although the strength has not as yet raised the price level materially. Butter deliveries are light and prices somewhat higher, particularly in the East. There is an opinion that high prices for cheese—which by the way incline to a higher level—are turning more dairy products to this channel.

Provisions continue to decline, and Toronto quotes another cent off all round. Hogs are lower, cool weather is at hand and generally there is a reluctance on the part of the people to buy high price foods. Lard is easier in sympathy, being a cent off in Montreal.

Apples are reported to be moving freely and it is considered that the publicity which has been given the big crop is having an effect on the consumption, although there is a complaint in some quarters that the prices are not as low as the public is generally led to believe.

Markets in Brief

QUEBEC MARKETS.

GENERAL GROCERIES—
Refineries advance sugar prices 30 to 50c.
More tea in sight from India and Ceylon.
Prices named for Smyrna figs.
Bean market a little firmer.

PRODUCE AND PROVISIONS—
Lard off ½c; hogs much easier.
Export trade helps egg market.
Higher prices for butter.
Poor supply of poultry; prices low.

FRUITS AND VEGETABLES—
Trade looking for cheap apples.
Hothouse tomatoes up to 25c lb.
Celery, cabbage, cauliflower plentiful.

FLOUR AND CEREALS—
Flour situation very dull.
Better demand for rolled oats.
Some bran being sold at $23.

FISH AND OYSTERS—
Haddock and cod in fair supply.
Better business in shelled oysters.
Swordfish off the market.

ONTARIO MARKETS.

FLOUR AND CEREALS—
Wheat higher and flour firm.
Bran up a dollar; feeds all firmer.
Rolled oats higher to the jobbers.

FISH AND OYSTERS—
Weather helps fresh fish.
Smoked varieties require care.
Oysters moving a little better.

FRUITS AND VEGETABLES—
A good demand for apples.
Tomatoes higher; grapes still cheap.
Fall vegetables even cheaper.
Potatoes plentiful and cheap.

PRODUCE AND PROVISIONS—
Hams and bacon 1 to 1½c off.
Barrelled pork cheaper; also hogs.
Eggs firmer on exports to England.
Cheese a fraction higher.

GENERAL GROCERIES—
Has sugar reached the top?
Tea up in London; down in India.
New fruits mean lower prices.

QUEBEC MARKETS.

Montreal, Oct. 21.—A further advance in the price of Redpath and St. Lawrence sugars, and an advance in Acadia of 50c has caused considerable excitement in the market this week. The advance seems to have been expected by the trade, and business picked up as a result. Business generally remain very quiet, especially in the city. In the country things continue to be better where farmers are receiving good prices for produce. The trade are convinced that the amount of money to be spent this year in luxuries will be away below the average.

Changes include a decline in California

fruits which are weak, owing to export business being cut off. Lard dropped a cent in the last ten days, and barrelled pork fell a dollar per barrel. Cream of tartar is reported as coming in, which has brought the price down to 50c. Other changes include a decline in cotton twine—4-plies, 21-22c; 3-ply, 18½-19½c. Cocoa nut in bulk is down 2c per lb.

Hawaiian canned pineapples have been reduced 25c.

SUGAR.—The St. Lawrence and Redpath refineries both raised price of their sugar 30c per bag on Tuesday morning, Oct. 20. Previously it was announced that the Acadia refinery had raised their prices 50c, so that XXX granulated is now $7.30. When Acadia sugar was advanced in price, business was stimulated immediately. The trade placed their orders with the other refineries in anticipation of a further advance, which was not long in coming. The trouble with the sugar situation, said a refiner, is that the retailer books an order with his wholesaler for a carload in case of an advance, which immediately become orders on the rise. Then wholesalers ask for a few cars at the old price.

It is somewhat peculiar that this advance has taken place at the same time as a decline in New York raw and refined, New York refined now being down to 6c. They were able to do this with their stock of cheap raws, but now that raws are costing more their prices are going up. It is stated that refiners are having to buy their raws in Cuba, not being able to secure it in British West Indies, where a preference is secured.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	7 05
20 lb. bags	7 15
2 and 5-lb. cartons	7 35
Yellow Sugars—	
No. 3	6 90
No. 1	6 65
Extra Ground Sugars—	
Barrels	7 45
50 lb. boxes	7 65
25 lb. boxes	7 85
Powdered Sugars—	
Barrels	7 25
50 lb. boxes	7 45
25 lb. boxes	7 65
Paris Lumps—	
100 lb. boxes	7 50
50 lb. boxes	7 60
25 lb. boxes	7 80
Crystal Diamonds—	
Barrels	7 70
100 lb. boxes	7 80
50 lb. boxes	7 90
25 lb. boxes	8 10
Cartons and half cartons	9 05
Crystal Dominoes, cartons	9 15

DRIED FRUITS.—The first shipment of Smyrna figs is due to arrive in New York this week on the "River Delaware," and the whole shipment is sold. However, another vessel is expected on Oct. 26, which shipment will be sold at the same prices as those of the "River Delaware." Prices named tentatively, are:

1¾ inch spread, 10 to 12-lb. boxes	0 09
2 inch spread, 10 to 12-lb. boxes	0 10½
2¼ inch spread, 10 to 12-lb. boxes	0 11½
2½ inch spread, 10 to 12-lb. boxes	0 12¾
2¾ inch spread, 10 to 12-lb. boxes	0 14

These prices are about ½c higher than those asked last year. Regarding fruits generally, buyers are holding back, demanding lower prices. Shippers in Europe, however, state that they can hold back as long as they like. Cable advices state that prices in London are advancing for Valencia raisins. Under ordinary conditions, it is admitted by brokers, prices should be lower, and it is difficult to say why prices should be advancing. However, with war conditions as they are, it is futile to say in Montreal what markets should be. There is no change in California raisins. The crop is not so large as expected, and certain lines of seedless are getting scarce. California brokers show concern at the good supplies of fruit coming from Europe. The prune market is easy and very quiet. New crop currants are due to arrive next week, and the first shipment of new dates will reach New York on Nov. 28 by the S.S. Scistan. There is a full range, but prices have not yet been named.

EVAPORATED FRUITS.	Per lb.
Apples, 50-lb. boxes	0 06
Nectarines, choice	0 11
Peaches, choice	0 08
Pears, choice	0 13
Apricots	0 14

DRIED FRUITS.		
Candied Peels—		
Citron		0 18
Lemon		0 12
Orange		0 13
Currants—		
Amalias, loose	0 07½	0 09
Amalias, 1-lb. pkgs.	0 08	0 08½
Filiatras, fine, loose, new		0 06¾
Filiatras, packages, new		0 08
Dates—		
Dromedary, package stock, per pkg..	0 10	0 13½
Fards, choicest	0 11	0 14½
Hallowee, loose	0 06	0 08
Hallowee, 1-lb. pkgs.	0 07½	0 08
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 12½	0 12
50 to 60, in 25-lb. boxes, faced	0 10½	0 11
60 to 70, in 25-lb. boxes, faced	0 10½	0 11
70 to 80, in 25-lb. boxes, faced	0 09	0 09¾
80 to 90, in 25-lb. boxes, faced		0 09
90 to 100, in 25-lb. boxes, faced		0 08½
Raisins—		
Malaga table, box of 22 lbs., according to quality	5 00	6 60
Muscatels, loose, 3 crown, lb		0 08½
Sultana, loose	0 12	0 12½
Lower grades Sultana, 1 lb. pkgs.	0 15	0 18
Valencia, new	0 06¾	0 07¼
Seeded, fancy		0 10
Seeded, choice		0 09

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

TEAS.—Shipments of India and Ceylon teas were recently stopped on account of prohibitive war risks, but supplies are coming through again, the war risk having dropped to between 3 and 5 per cent. Prior to the sinking of the two tea vessels by the German cruiser Emden, the war risk had dropped to 2 per cent., but it rose suddenly to 15 per cent., which, of course, stopped all traffic, and resulted in the closing of both ports—Calcutta and Columbo.

Supplies that are now leaving India will be two months in reaching this country, so that the effect of this stoppage will be felt during the intervening period of time. Prices in India and Ceylon have declined, if anything, during the last few weeks. London is very bare of fine teas. Some of the best parcels of the season were on the City of Winchester, one of the vessels sunk by the cruiser Emden. The fact that they have been lost makes it hard to find fine teas. Locally stocks are small of anything.

A peculiar situation exists regarding China blacks, though this, perhaps, does not interest Canadian trade very much. Cables from London state that the market there has been cleared of all grades under 8½d., which is an extraordinary position. Prices in Holland are above those in London, and exports to this country have been unusual. It is believed in some quarters that these supplies are finding their way into Germany, and perhaps into Russia. As China teas are brought to Canada for blending purposes, and are used to produce lower priced Indian teas, it is believed in some quarters that Indian and Ceylon teas will be higher as a result.

The market for Japan teas remains very strong, and it is only when buyers are in the market that they will begin to realize how few teas there are compared with other years, and with little prospect for securing further supplies from Japan. Higher prices of Japans seem inevitable. Messrs. Furuya and Nishimura state this week that markets in Japan are quite bare, and that a shortage is sure; that all lower grades have been shipped, and will be very scarce.

However, little business is being done in Canada. Consumers stocked up so heavily following the declaration of war, the reaction is now being felt. Retail business especially is very slow.

RICE.—The recent decline in the market resulted in considerable business. A further drop is expected if shipments keep coming in.

	Per cwt:
Rangoon Rices—	
Rangoon "B"	3 50
"C.C."	3 40
India bright	3 65
Lustre	3 75
Fancy Rices—	Per cwt.
Polished	5 25
Pearl	5 35
Imperial Glace	5 65
Sparkle	5 85
Crystal	5 85
Ice drips	6 20
Snow	6 05
Carolina head	7 85

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

	Per lb.	
Imported Patna—		
Bags, 224 lbs.	0 06	0 06½
Half bags, 112 lbs.	0 05¾	0 06
Quarter bags, 56 lbs.	0 05⅞	0 06¼
Velvet head Carolina	0 09½	0 10½
Sago, brown	0 06	0 06½
Tapioca—		
Pearl, lb.	0 05¼	0 06
Seed, lb.	0 05¼	0 06

MOLASSES.—Market continues very strong. A local wholesaler expressed the opinion this week that he expected to see an advance of from 3 to 4 cents. Inquiries continue to come in from New York.

	Prices for Island of Montreal.	
Barbadoes Molasses—	Fancy.	Choice.
Puncheons	.38	.36
Barrels	.41	.39
Half barrels	.43	.42

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls..	0 04¼
Pails, 38½ lbs., $1.95; 25 lbs.	1 40

Cases, 2 lb. tins, 2 doz. in case		2 65
Cases, 5 lb. tins, 1 doz. in case		3 60
Cases, 10 lb. tins, ½ doz. in case		2 90
Cases, 20 lb. tins, ¼ doz. in case		2 85
Maple Syrups—		
Pure, per 8½ lb. tin		0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.		1 00
Maple sugar, pure, per lb.	0 10	0 11

COFFEE.—Prices quoted below are what are being asked, but very little business is being done. Spot stocks are limited. Business is expected to pick up as soon as colder weather is here.

Coffee, Roasted—		
Bogotas	0 26	0 30
Jamaica	0 25	0 28
Java	0 33	0 38
Maricaibo	0 23	0 27
Mexican	0 27	0 30
Mocha	0 30	0 33
Rio	0 19	0 22
Santos	0 23	0 26
Chicory, per lb.	0 12	0 15

NUTS.—New Grenoble walnuts will be shipped early in November and should be delivered here early in December. Shelled almonds will be shipped about the same time, and in both cases prices will be slightly higher than last year. The best contracts made do not guarantee shipment earlier than December 1. By that date it is expected that there will be good supplies of all kinds of nuts.

Shelled walnuts, per lb.	0 50	....
Shelled almonds, 28-lb. boxes, per lb.	....	0 45
Finest filberts	0 14	0 15
Pecans—		
Large	0 18	0 20
Almonds	0 21	0 22
Walnuts, Grenoble	0 21	0 22
Brazils, new	0 15½	0 16½
Peanuts, No. 1, 12½c; No. 2	....	0 09¾
Peanuts, No. 3	....	0 08¾

SPICES.—The most important change this week is in cream of tartar. Hitherto, it has been understood that supplies were unobtainable, and the price rose as high as 75c. Recently reports have come to hand that new supplies are on the way, which has brought the price down to 50c. Other lines remain about the same, though slight advances have occurred all round without affecting the price to the retailer.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins, dozen.
Allspice	0 15—0 18	0 60—0 70	0 70—0 80
Cassia	0 22—0 25	0 72—0 90	0 80—0 90
Cayenne pepper	0 30—0 35	1 02—1 15	1 10—1 25
Cloves	0 35—0 40	1 15—1 30	1 25—1 40
Cream tartar—50c.			
Ginger, Cochin	0 21—0 23	....—....	....—....
Ginger, Jamaica	0 25—0 30	0 90—1 05	0 95—1 10
Mace	0 85—1 10	....—....	....—....
Nutmegs	0 30—0 35	1 02—1 20	1 10—1 25
Pepper, black	0 23—0 25	0 80—0 90	0 90—1 00
Pepper, white	0 31—0 32	1 05—1 10	1 10—1 20
Pastry spice	0 25—0 32	0 85—1 10	0 95—1 15
Pickling spice	0 20—0 25	0 75—0 90	0 80—0 95
Turmeric	0 20—0 22	....—....	....—....

Lower prices for pails, boxes or baliers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	....	0 12
Dutch	....	0 20
Cinnamon, Ceylon, lb.	....	0 60
Mustard seed, bulk	0 18	0 22
Celery seed, bulk	0 35	0 45
Cayenne chillies	0 25	0 30
Shredded cocoanut, in pails	0 20	0 25

DRIED VEGETABLES.—Old spot stocks are being offered to wholesalers at $2.70. New crop has not yet arrived which is attributed to unfavorable weather in the bean district, and farmers not being able to thresh their beans. Some sales are reported of new crop choice primes at $2.50. Wholesalers are offering $2.40, but it is stated that no sales have yet been made at this price. Rumor stated that beans have been offered at $2.35, but brokers express belief that this level will not be reached this year. Farmers are still holding up their prices, but on account of less consumption in lumber camps and all round, it is hard to see how they can maintain them. Lots of new peas are being brought to Montreal, but the majority are too hard to cook. Good quality peas are scarce. The dried vegetable market is very quiet.

Beans—		
Hand picked, per bushel	....	3 30
Canadian, white, per bushel	....	3 00
Yellow, per bushel	....	3 25
Yellow eyes, per bushel	....	3 40
Lima, per lb.	0 08½	0 09
Peas, Imperial green, per bushel	....	2 50
Barley, pot, per bag	....	3 50
Peas, per bushel	....	2 75
Barley, pearl	....	5 00

ONTARIO MARKETS.

Toronto, Oct. 22.—Business continues quiet, and during the past week has been a little more so than before, according to some opinions. However, there is a feeling that the volume passing is all that can be expected, and in the country districts it is particularly favorable. City business and trade in manufacturing centres consists of small sorting orders.

The trade was somewhat surprised by the further advance in sugar during the week, for it had been thought by many that the top had probably been reached. There is some speculation with regard to tea, and one wholesaler expressed the opinion that there was going to be something doing. New dried fruits will be here shortly, and their arrival will take the prices down, although quotations are above the opening prices of a year ago.

SUGAR.—Announcement of a further advance of 30c by the refiners came as a surprise, although it was to be expected following action of Acadia in taking their basis up 50c; this latter concern is now 10c above the market. Opinion seems to be that the top has probably been reached. This is in view of weak situation in the United States, which makes it strongly evident that Canadian refiners were forced to pay when the market for raws was at the top. To-day the situation is that Great Britain is out of market for Cubans, having a supply available in Java, and this, together with the beet crop in the United States, has knocked the bottom out of things in New York to the extent that there has been a recession of 1½c from the recent high point. The future course of the market will depend largely upon the extent to which Great Britain may buy in the Cuban market, to which she will have to turn her attention in the next few weeks. In the Canadian market there was some bnuying on the advance made by Acadia, but this was checked to a large extent by the higher figures announced by the other refiners. Although higher prices come in Canada, while they are falling off in the States, it should be remembered that Canadian refiners did not bull the market when they had a chance, but rather took the course of working on the basis of the cost of raw material, and this raw is now being used.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	7 11
20 lb. bags	7 21
10 lb. bags	7 26
2 and 5-lb. cartons	7 40
Nova Scotia refined, 100-lb. bags	7 01
Extra Ground Sugars—	
Barrels	7 51
50 lb. boxes	7 71
25 lb. boxes	7 91
Powdered Sugars—	
Barrels	7 31
50 lb. boxes	7 51
25 lb. boxes	7 71
Crystal Diamonds—	
Barrels	7 86
100 lb. boxes	7 86
50 lb. boxes	7 96
Paris Lumps—	
100 lb. boxes	7 86
50 lb. boxes	7 96
25 lb. boxes	8 16
Cartons (20 to case)	8 41
Cartons (50 to case)	8 91
Crystal Dominoes, cartons	9 01
Yellow Sugars—	
No. 1	6 71

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

TEA.—There are many interesting and unusual features to tea situation at the moment. Prices are going up rapidly in London, and at the same time all teas are very cheap in India and Ceylon. Shipments are now coming forward in pretty good shape, but it must be remembered that between the 7th of September and the 10th of October there were no arrivals in London. The result is indicated in this week's sale in London, when the prices were advanced 1d above the previous sale. It is feared that this is not the worst, and that the shortage caused by suspension of traffic in the Bay of Bengal will have the effect of putting prices still higher before there are new arrivals. After that there should be a reaction. That is the situation as nearly as can be judged at the moment, for price is away down at Calcutta and Bombay. The prohibition of vodka is likely to increase the Russian demands on London, and other European countries are also looking to this source. This will probably mean higher prices as a protection, with the possibility that the embargo will be put on again for a short time at least.

DRIED FRUITS. — Foreign dried fruits are now coming forward, and some of the supplies should with the trade in the course of a few days. While the prices are generally ½c to 1c above the basis of a year ago, as was to be expected in view of high cost of transportation, exchange, insurance, etc., they are considerably below figures at which the tail end of the old stocks were being held pending the arrival of the new goods. Currants will be down 1c to 1½c, and Valencia raisins about 1c. New prices for figs are about 1c above a year ago, 10-lb. 1½-inch boxes being quoted at 12c; two-inch at 12½c; and umbrella boxes at 15c to 16c. Although the prices of the first arrivals are higher than usual, it is the opinion of the trade that there will be a reaction after the holiday trade. Prices are kept up by the increased costs, but when there are better facilities for getting goods forward

there should be plenty available at cheap prices, for the world market has been greatly curtailed owing to the war, and fruits cannot be held from season to season. New dried apples are very cheap, 6½c being the usual figure, and peaches and apricots are easy in sympathy. Prunes continue easy, with the prospects of export markets being cut off.

Apples, evaporated, per lb.	0 06½	0 07
Apricots—		
Standard, 25 lb. boxes	0 13	0 14
Choice, 25 lb. boxes	0 14	0 15½
Candied Peels—		
Lemon	0 14	0 16
Orange	0 14	0 16
Citron	0 20	0 22
Currants—		
Filiatras, per lb.	0 07½	0 08
Amalas, choicest, per lb.	0 08	0 08½
Patras, per lb.	0 08	0 08½
Vostizzas, choice	0 09½	0 10
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09	0 09½
Fards, choicest, 60-lb. boxes	0 08½	0 09
Package dates	0 07½	0 09
Hallowees	0 06	0 06½
Prunes—		
30-40s, California, 25 lb. boxes	0 13½	0 14½
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12¾
60-70s, 50 lb. boxes	0 10	0 10½
70-80s, 50 lb. boxes	0 09½	0 10
80-90s, 50 lb. boxes	0 09	0 09½
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 07	0 07½
25-lb. boxes ¼c more.		
Raisins—		
Sultana, choice, new	0 10	0 11
Sultana, fancy, new	0 12	0 14
Valencia	0 08	0 08½
Seeded, fancy, 1 lb. packets	0 10	0 10½
Seeded, choice, 1 lb. packets	0 09½	0 10
Seeded, choice, 12 oz.	....	0 08½
Seedless, 16 oz. packets	0 11	0 11½
Seedless, 12 oz. packets	....	0 10

NUTS.—Demand for nuts continues very fair under the conditions, and prices are being maintained. It is expected that there will be heavy supplies and low prices after holiday season.

In Shell—	Per lb.	
Almonds, Tarragona	0 17½	0 19
Brazils, medium, new	0 11	0 12
Brazils, large, washed, new	0 12	0 14
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 15	0 17
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	....	0 17½
Walnuts, Bordeaux	....	0 14
Walnuts, Marbots	....	0 15
Shelled—		
Almonds	....	0 55
Filberts	....	0 35
Peanuts	0 10½	0 11½
Pecans	0 66	0 60
Walnuts	0 55	0 60

BEANS.—To the trade there are lower quotations for Canadian beans. Situation in general has not changed, but wholesalers are adjusting quotations to the new crop. Farmers are still reported to be holding for $2.50, and deliveries are slow. Many wholesalers have stocks which cost them above this figure. New arrivals of Lima beans are cheaper, there being a big crop in the States.

Beans—	Per bushel.	
Canadian, hand picked	2 75	2 85
Canadian primes	2 60	2 70
Lima, per lb.	0 08¾	0 09
Peas, blue, Canadian, per bush.	2 75	3 00
Peas, whole, white, per bush.	2 75	3 00

COFFEE.—Prices are easy, particularly for Brazilians, where reductions from high point are about 3c the pound, a decrease equal to the war tax. Supplies are heavy owing to European markets being cut off. Prices have not materially changed to the trade as yet, as cheaper coffees have not yet arrived.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 32	0 34
Arabian Mocha	0 31	0 34
Guatemala	....	0 32
Bucramanga	0 30	0 32
Mexican	0 30	0 32
Maracaibo	0 28	0 30
Jamaica	0 26	0 28
Santos	0 24	0 26
Rio	0 18	0 22
Chicory	....	0 14

RICE.—There is no change in the prices of rice and tapioca. A fair business is being done on the reductions of a week or so ago.

Rice—		
Rangoon, per lb.	0 03½	0 04
Rangoon, fancy, per lb.	0 04½	0 05
Patna, per lb.	0 06½	0 08
Japan, per lb.	0 06½	0 08
Java, per lb.	0 08	0 08½
Carolina, per lb.	0 09	0 10
Sago—		
Brown, per lb.	0 06	0 06½
White, per lb.	....	0 06
Tapioca—		
Bullet, double goat	....	0 10½
Medium pearl	0 06	0 7
Seed pearl	0 06	0 07
Flake	....	0 10½

SPICES.—Business in spices is being maintained fairly well, although not active. Prices show little change for the week. Peppers are a fraction easier, and cream of tartar is down another 5c. Herbs are very high, and likely to continue so owing to the fact that supplies are almost entirely cut off.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	....0 12	....0 18
Allspice, whole	....—....	....0 17
Cassia, whole	....—....	0 21—0 26
Cassia, ground	0 18—0 19	0 21—0 26
Cinnamon, Batavia	....—....	0 36—0 40
Cloves, whole	....—....	0 28—0 33
Cloves, ground	0 21—0 26	0 31—0 35
Cream of tartar	0 25—0 35	....0 40
Curry powder	....—....	....0 35
Ginger, Cochin	0 14—0 17	0 20—0 23
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, whole	....—....	0 24—0 27
Ginger, African, ground	....—....	....0 18
Mace	....—....	0 80—1 05
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....0 37
Nutmegs, ground, bulk, 45c; 1 lb. tins	....—....	....0 50
Pastry spice	....—....	0 27—0 30
Peppers, black, ground	0 12—0 16	0 19—0 22
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 19—0 27	0 33—0 37
Peppers, white, whole	....—....	0 31—0 33
Pickling spice	....—....	....0 17
Turmeric	....—....	0 18—0 20

SYRUPS.—Market is without change, and there is a fair volume of business passing, although the demand would probably be assisted by cooler weather.

Syrups—	Per case.	
2 lb. tins, 2 doz. in case	....	2 65
5 lb. tins, 1 doz. in case	....	3 00
10 lb. tins, ½ doz. in case	....	2 90
20 lb. tins, ¼ doz. in case	....	2 85
Barrels, per lb.	....	0 03¾
Half barrels, lb.	....	0 04
Quarter barrels, lb.	....	0 04¼
Pails, 38½ lbs. each	....	1 95
Pails, 25 lbs. each	....	1 40
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	0 24	0 26
West Indies, half barrels	0 26	0 28
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 6 to case	4 40	4 80
½ gals., 12 to case	4 70	5 40
¼ gals., 24 to case	4 70	5 40
Pints, 24 to case	2 50	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12½
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 80	4 85
Maple butter, lb. tins, dozen	....	1 90

CANNED GOODS.

October is usually the month of the year when there is less demand for canned goods than any other of the twelve. This is for the reason that there are available at that time large supplies of fall vegetables at cheap prices. Naturally there is a preference for fresh vegetables when they can be had at low prices. This year the unusually fine weather which has prevailed during the autumn up to the present time has caused vegetables to be even cheaper than usual and this condition has been emphasized by the fact that there were more grown than usual.

While the demand so far has been light for the new canned goods, the trade is not worrying for it is felt that with a continuance of the present conditions canned fruits and vegetables—and particularly the latter—will be comparatively cheap food by spring.

There was a good pack of tomatoes and the canneries closed up a couple of weeks ago. In the end the pack was somewhat curtailed, but there is assurance that there will be plenty to go round.

ONTARIO AND QUEBEC PRICES 1914 PACK.

VEGETABLES.

	Group A.
2's Asparagus tips	$2 32½
2's Asparagus butts	1 47½
2's Beans, crystal wax	1 05
2's Beans, golden wax, midget	1 25
2's Beans, golden wax	0 95
3's Beans, golden wax	1 32½
Gals., Beans, golden wax	3 77½
2's Beans, Lima	1 22½
2's Beans, red kidney	1 00
2's Beans, Refuge or Valentine green	0 95
3's Beans, Refuge (green)	1 32½
2's Beans, Refuge, midget	1 25
Gals. Beans, Rfuge	3 47½
2's Beets, sliced blood red, Simcoe	1 00
2's Beets, whole, blood red, Simcoe	1 00
2's Beets, whole, blood red, Rosebud	1 30
3's Beets, sliced, blood red, Simcoe	1 35
3's Beets, whole, blood red, Simcoe	1 40
3's Beets, whole, blood red, Rosebud	1 45
3's Cabbage	0 97½
Gals., Cabbage	2 77½
2's Carrots	0 97½
3's Carrots	1 27½
2's Cauliflower	1 37½
3's Cauliflower	1 77½
2's Corn	0 95
2's Corn, Fancy	1 05
Gals., Corn on Cob	4 52½
2's Parsnips	0 97½
3's Parsnips	1 17½
2's Peas, standard, size 4	0 95
2's Peas, early Junes, size 3	0 97½
2's Peas, sweet wrinkles, size 2	1 00
2's Peas, extra fine sifted, size 1	1 40
Gals. Peas, standards	4 07½
Gals. Peas, Early Junes	4 17½
Gals. Peas, sweet wrinkles	4 32½
2½'s Sauer Kraut, Simcoe	0 92½
3's Sauer Kraut, Simcoe	0 97½
Gals. Sauer Kraut, Simcoe	2 77½
2's Spinach	1 15
3's Spinach	1 50
Gal. Spinach	4 55
3's Squash	0 97½
Gals. Squash	2 77½
2's Succotash	0 97½
2's Tomatoes	0 87½
2½'s Tomatoes	0 95
3's Tomatoes	1 00
Gals. Tomatoes	2 92½
3's Turnips	0 97½
FRUITS.	
3's Apples, Standard	0 87½
3's Apples, Preserved	1 00
Gals. Apples, Standard	2 65
Gals. Apples, Preserved	3 00
2's Blueberries, standard	1 52
2's Blueberries, preserved	1 82½
Gals. Blueberries, std.	6 57½
2's Blk. cherries, pitted, H.S.	1 92½
2's Blk. cherries, not pitted, H.S.	1 52½
2's Red ptd. cherries, H.S.	1 92½
2's Cherries, red, pitted, L.S.	1 45
2's not ptd. red cherries, H.S.	1 52½
Gals. ptd. red cherries	8 52½
Gals. not ptd. red cherries	8 02½
2's Cherries, white, ptd. H.S.	1 92½
2's Cherries, white, not ptd. H.S.	1 52½
2's Black currants, H.S.	1 47½
2's Preserved black currants	1 77½
Gals. black currants, st'd.	5 27½
Gals. black currants, solid pack	8 27½
2's Red currants, H.S.	1 47½
2's Red preserved currants	1 77½
Gals. red currants, standard	5 27½
Gals. red currants, solid pack	8 27½
2's Gooseberries, H.S.	1 47½
2's Gooseberries, preserved	1 77½
Gals. gooseberries, standard	7 02½
Gals. gooseberries, solid pack	8 77½
2's Grapes, white, Niagara, preserved	1 42½
Gals. Grapes, white, Niagara, standard	3 32½
2's Lawtonberries, heavy syrup	1 97½
2's Lawtonberries, L.S. (group B)	1 45
2's Lawtonberries, preserved	2 17½
Gals. Lawtonberries, std.	7 07½
2's Peaches, white, heavy syrup	1 77½

2½'s Peaches, white, heavy syrup	2 02½
3's Peaches, white, heavy syrup	2 12½
1½'s Peaches, yellow, flats, heavy syrup	....
2's Peaches, yellow, heavy syrup	1 77½
2½'s Peaches, yellow, heavy syrup	2 02½
3's Peaches, yellow, heavy syrup	2 12½
3's Peaches, yellow, whole, heavy syrup	....
3's Peaches, pie, not peeled	1 17½
3's Peaches, pie, peeled	1 62½
Gals. Peaches, pie, not peeled	3 02½
Gals. Peaches, pie, peeled	4 77½
Gals. Pie fruits, assorted (add 5c)	....
2's Pears, Bartlett, heavy syrup	1 52½
2½'s Pears, Bartlett, heavy syrup	2 02½
3's Pears, Bartlett, heavy syrup	2 02½
2's Pears, Flemish Beauty, heavy syrup	1 52½
2½'s Pears, Flemish Beauty, heavy syrup	1 77½
3's Pears, Flemish Beauty, heavy syrup	2 02½
2's Pears, Keiffers, heavy syrup	1 27½
2½'s Pears, Keiffers, heavy syrup	1 52½
3's Pears, Keiffers, heavy syrup	1 77½
2's Pears, light syrup, Globe	1 12½
3's Pears, light syrup, Globe	1 42½
3's Pears, pie, not peeled	1 12½
3's Pears, pie, peeled	1 42½
Gals. Pears, pie, peeled	3 77½
Gals. Pear, pie, not peeled	2 77½
2's Pineapple, sliced, heavy syrup	1 92½
2's Pineapple, shredded, heavy syrup	1 47½
2's Pineapple, whole, heavy syrup	1 92½
3's Pineapples, whole, heavy syrup	2 47½
2's Pineapple, sliced, Hygeian brand	2 00
2's Plums, Damson, light syrup	0 97½
3's Plums, Damson, light syrup	1 37½
2's Plums, Damson, heavy syrup	1 07½
3's Plums, Damson, heavy syrup	1 42½
Gals. Plums, Damson, standard	2 77½
2's Plums, Egg, heavy syrup	1 12½
2½'s Plums, Egg, heavy syrup	1 37½
3's Plums, Egg, heavy syrup	1 47½
2's Plums, Green Gage, light syrup	1 00
2's Plums, Green Gage, heavy syrup	1 12½
3's Plums, Green Gage, light syrup	1 37½
3's Plums, Green Gage, heavy syrup	1 47½
Gals. Plums, Green Gage, standard	3 02½
2's Plums, Lombard, light syrup	0 97½
2½'s Plums, Lombard, light syrup	1 27½
3's Plums, Lombard, light syrup	1 37½
2's Plums, Lombard, heavy syrup	1 07½
2½'s Plums, Lombard, heavy syrup	1 27½
3's Plums, Lombard, heavy syrup	1 42½
Gals. Plums, Lombard, standard	2 77½
2's Raspberries, black, H.S.	1 97½
2's Raspberries, black, L.S. (group B)	1 45
2's Raspberries, black, preserved	2 17½
Gals. Raspberries, black, std.	7 07½
Gals. Raspberries, black, solid pack	9 32½
2's Raspberries, red, H.S.	1 97½
2's Raspberries, red, L.S. (group B)	1 45
2's Raspberries, red, preserved	2 17½
Gals. Raspberries, red, std.	7 32½
Gals Raspberries, red, solid pack	9 32½
2's Rhubarb, preserved	1 57½
3's Rhubarb, preserved	2 32½
Gal. Rhubarb, standard	3 57½
2's Strawberries, H.S.	2 17½
2's Strawberries, preserved	2 32½
Gals. Strawberries, standard	7 57½
Gals. Strawberries, solid pack	9 82½

(Group B 2½c dozen lower.)

MANITOBA MARKETS.

Winnipeg, Oct. 22. — Again price changes have been quite numerous, and many of these have been in a lower direction. There is, moreover, a likelihood that two or three other lines will decline, and such a product as sugar is considered by some to be at its high level.

Generally, business is fair. The wholesale grocers are dealing with the retail grocer, and with the retail grocer only. Sales to construction camps, usually heavy at this time of year, are practically unknown. This is, of course, because there is little or no construction work in progress. Retailers are buying carefully. Purchases of canned goods, etc., in car load lots are not being made this year. Undoubtedly this is partially due to the hesitation dealers feel in financing such purchases. They may, moreover, fear that they will only be loading up with goods, which they will be able to buy to greater advantage in the spring. Such has frequently been their experience in the past. The tendency to keep stocks low—to order frequently in small quantities—is becoming more and more a characteristic of trading at the present time.

Collections are reported to be fairly satisfactory. It seems that there is a general improvement here. There is no doubt dealers are getting in their accounts to a larger extent than in past years.

SUGAR.—On the new basis struck last week, all orders are being filled, and the general impression now is that no further advances will come for some time at least. The heavy demand for sugar is over, and the raw market is declining slightly, due largely to best sugar coming on the market. These things make present prices seem to many the high mark for sugar just now.

	Per cwt. in sacks.
Sugar, Eastern—	
Extra standard granulated	7 20
Extra ground or icing	7 20
Powdered	7 00
Lumps, hard	7 65
Montreal yellow	6 30
Sugar, Western Ontario—	
Sacks, per 100 lbs.	7 10
Barrels, per cwt.	6 05
Halves, 50 lbs., per cwt.	6 10
Bales, 20 lbs., per cwt.	6 15
Powdered, barrels	6 40
Powdered, 50s	5 75
Powdered, 25s	7 05
Icing, barrels	6 70
Icing, 50s	6 95
Icing, 25s	7 10
Icing, pails	7 00
Cut loaf, barrels	6 80
Cut loaf, 50s	7 05
Cut loaf, 25s	7 30
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 60
5-lb. tins, 1 doz. to case, per case	4 00
10-lb. tins, ½ doz. to case, per case	3 75
20-lb. tins, 3 tins to case, per case	3 70

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.
Barbadoes	0 53
New Orleans	0 34

Maple Syrups—	Per case.
Imperial quarts, case, 2 doz.	5 40
Imperial ½ gals., 1 doz.	5 55
New, pure, ½ gal., case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—The new crop of prunes is making the supply ample to satisfy the demands, and prices are naturally being put on a lower plane than those which resulted from the short crop of last year. The California market is still going down, and it is possible, although not certain, that the ¾c decrease fixed this week will be followed by another downward movement. No further drop in apricots has been made, nor has there been any change in the price of peaches. Washed currants are down somewhat, being now quoted at 9⅜c. New currants will arrive about November 1, and, it is expected, will be sold at about the present prices. For raisins there is a good demand, it being generally considered that the present prices will be advanced in the near future. New raisins are now at hand, the quality being satisfactory. Valencias will be in during the next few days, but prices for these cannot yet be named, as under the present unusual condition it is impossible to arrive at the exact cost until the goods are actually in the warehouses.

Apples, evaporated, new, 25s	....	0 08¼
Apricots, choice, 25's	....	0 12
Apricots, choice, 10's	....	0 13
Apricots, standard, 25's	....	0 11¾
Currants—		
Dry clean	....	0 09½
Washed	....	0 09⅜
1 lb. package	....	0 09½
2 lb. package	....	0 19
Vostizzas, 1 lb.	....	0 12½
Dates—		
Hallowi, loose, per lb.	....	0 06½
Hallowi, 1 lb. pkgs.	....	0 07¼
Fard dates, 12-lb. boxes	..	1 10
Peaches—		
Standard, 25-lb. boxes	....	0 06¾
Choice, 25-lb. boxes	....	0 07½
Choice, 10-lb. boxes	....	0 08½
Extra choice, 25-lb. boxes	....	0 08⅞
60 to 70	....	0 10
50 to 60	....	0 10¾
40 to 50	....	0 11⅝
Raisins, Valencias—		
Extra select Valencias, 28's, box	....	2 15
Raisins, Sultanas—		
California	....	0 09¾
Smyrnas	0 08	0 12½
Raisins, Muscatels—		
3 crown loose, 50's	....	0 08¼
3 crown, loose, 25's	....	0 08½
Choice, seeded, lb.	....	0 09¼
Extra fancy seeded, lb.	....	0 09¾
12-oz. packages, fancy	....	0 07⅞
12-oz. packages, choice	....	0 07½
Raisins, Australians—		
Lexias, 56-lb. boxes	....	0 08½
Prunes, in 25-lb. boxes—		
90 to 100	....	0 07½
80 to 90	....	0 08⅛
70 to 80	....	0 08⅝

TEAS AND COFFEES.—Little or no change is noted here this week, coffees and teas both remaining at the old quotations. The price of tea continues somewhat lower than is apparently justified by present conditions.

	Per lb.	
Coffee—		
Rio, No. 5, green	....	0 13¾
Rio, roasted	....	0 16
Santos, green, No. 4	....	0 15
Santos, roasted	0 21¾	0 22¾
Chicory, per lb.	0 07	0 08
Teas—		
Japans—		
Choicest basket, fired	0 40	0 50
Choicest, pan fired	0 40	0 50
Very fine, pan fired	0 35	0 40
Medium, pan fired	0 30	0 35
Common, pan fired	....	0 25
India and Ceylon—		
Souchongs	....	0 30
Pekoe Souchongs	....	0 35
Pekoe	....	0 40
Broken orange and orange	0 40	0 50
China—		
Fine Keelum	0 50	0 60
Good Packlum	....	0 35
Common moning	....	0 25

BEANS.—New crop 3 lb. Canadian beans are being quoted at lower prices than a week ago, and if there is no change struck will be sold in Winnipeg at about $3.10 per bushel. While the crop of beans in Ontario is reported as fairly large, yet, with the increased demand from abroad, the high prices will likely be maintained. It will be at least some months before it is possible to secure good dry hand-picked beans from any source, and as the Austrian supply is cut off this year, there is no doubt the Canadian crop will be called upon to fill the whole demand.

Beans—		
Austrian, hand picked	....	3 65
Canadian, hand picked	....	3 50
3 lbs. picker	....	3 40
Barley—		
Pot, per sack, 96 lbs.	....	3 10
Pearl, per sack, 98 lbs.	....	4 60
Peas—		
Split peas, sack, 98 lbs.	3 30	3 65
Whole peas, bushel	....	2 25

SASKATCHEWAN MARKETS.

Regina, Sask., Oct. 21.—Compared with the past season, there will be an increase of 50 per cent. next spring in the acreage ready for seeding to wheat in the Province of Saskatchewan, according to present indications.

Business during the past week is reported as being good. The city business is picking up considerably, and the country trade continues fair. A slight advance is reported in smoked meats, and an advance of 50c occurred in the

sugar market. Eggs are being quoted at 27c; butter is weaker; while evaporated apricots are much lower, being quoted at 11¾c. New evaporated apples are on the market, and are wholesaling at 8¼c.

Produce and Provisions—		
Butter, creamery, per lb.	0 29	0 30
Butter, dairy, No. 1	....	0 21
Cheese, per lb.	0 17¾	0 18
Eggs, fresh, per doz.	....	0 27
Lard, 3's, per case	....	7 50
Lard, 5's, per case	....	7 45
Lard, 10's, per case	....	7 40
Lard, 20's, each	....	2 50
General—		
Beans, Ontario, per bushel	....	3 65
Coffee, whole roasted, Rio	....	0 22
Cream of tartar, lb.	....	0 52
Cocoanut, lb.	....	0 20½
Evap. apples, 50's	....	0 12½
Potatoes, new, per bush., B.C., $1.25; N. B.	....	1 10
Rolled oats, 20's, 82c; 40's, $1.60; 80's	....	3 10
Rolled oats, bail of 80 lbs.	....	3 10
Flour, 98's,	....	3 45
Rice, per cwt.	....	4 50
Sugar, standard, gran., per cwt.	....	7 07
Sugar, yellow, per cwt.	....	6 67
Walnuts, shelled, 54c; almonds	....	0 53
Canned Goods—		
Apples, gals., case, $1.61-$1.91, doz.	....	3 82
Broken beans, 2's	....	2 60
Corn, standard, per 2 dozen	....	2 21
Peas, standard, per 2 dozen	2 00	2 05
Plums, Lombard	2 10	2 21
Peaches	....	3 16
Strawberries and raspberries	....	4 71
Tomatoes, standard, per dozen	....	2 65
Salmon—		
Sockeye, 1's, 4 doz. case	....	9 85
Sockeye, ½'s	....	12 35
Cohoes, 1's	....	6 00
Humpbacks, 1's	....	4 60
Fruits—		
Apples, per bbl., Ontario	4 00	4 25
Lemons	....	10 00
Oranges	4 00	4 50
Dried Fruits—		
Apricots, per lb.	....	0 11¾
Apples, per lb.	....	0 08¼
Currants, per lb.	....	0 11¼

ALBERTA MARKETS.

By Wire.

Edmonton, Oct. 21.—Country trade is particularly brisk, but city shows some slackening off owing to heavy buying at beginning of war, especially of absolute staples. Fall trade is expected to be very good when crops are all garnered, prices being high. The shortage of potatoes is severe in the south, which is drawing on central Alberta. Sacks are unobtainable from India owing to vessels being used as Government transports. Wheat has increased and price of flour is likely to go higher. Butter (creamery) is higher at 33c, dairy No. 1 at 26c and No. 2 at 21c. Cheese is 17c. Ontario beans have dropped to $2.90. Potatoes have increased to 65c and rolled oats advanced to $3.25 to $3.75. Sugar, granulated, is up to $8.70, and yellow $8.05. Apples $1.50, peas $2.15, peaches $3.55, strawberries $4.35, raspberries $4, tomatoes $4.35, cohoes $5.75, humpbacks $4.35, lemons $6.75.

Produce and Provisions—		
Butter, creamery, per lb.	....	0 33
Butter, dairy, No. 1, 26c; No. 2	....	0 21
Cheese, per lb.	....	0 17
Lard, pure, 3's, per case	....	7 50
Lard, pure, 5's, per case	....	7 45
Lard, pure, 10's, per case	....	7 40
Lard, pure, 20's, each	....	2 43
General—		
Beans, Ontario, per bushel	....	2 90
Coffee, whole roasted, Rio	0 18¼	0 20
Evaporated apples, 50's	0 11	0 11½
Potatoes, per bush.	....	0 65
Rolled oats, 20's	....	0 79
Rolled oats, bail	3 25	3 75
Flour, 98's, $3.55-$3.65; rolled oats, 80's	....	2 50
Rice, per cwt.	....	4 50
Sugar, standard gran., per cwt.	....	8 70
Sugar, yellow, per cwt.	....	8 05
Canned Goods—		
Apples, gals., case	....	1 50
Corn, standard, per two dozen	....	2 15
Peas, standard, 2 dozen	....	2 15
Plums, Lombard	....	2 20
Peaches	....	3 55
Strawberries, $4.35; raspberries	....	4 00
Tomatoes, standard	....	4 35
Salmon, sockeye, 4 doz. talls, case, 1s	....	9 50
Cohoes, 1's, $5.75; humpbacks, 1's	....	4 35
Fruits—		
Lemons	....	6 75

NEW BRUNSWICK MARKETS.

By Wire.

St. John, Oct. 21.—With exception of sugar, all markets are steady. Sugar has jumped up 50c. Indications are higher for Manitoba flour, but there is no change in Ontario. Increased sales are reported. Pork easier. American is lower at $27 to $28.50. Molasses market is steady, with prospects higher. Sales are heavy in vegetables and fruits, particularly apples and potatoes. Dealers report collections improving.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	....	0 17
Beef, barrel	28 25	28 50
Beef, corned, 1 lb.	3 15	3 30
Pork, American clear, per bbl.	27 00	28 50
Pork, domestic, per bbl.	....	29 00
Butter, dairy, per lb.	0 22	0 23
Butter, creamery, per lb.	0 23	0 24
Eggs	0 26	0 27
Lard, compound, per lb.	0 11	0 11¼
Lard, pure, per lb.	0 13¼	0 13½
Flour and Cereals—		
Cornmeal, gran.	....	6 00
Cornmeal, ordinary	....	1 90
Flour, Manitoba, per bbl.	....	7 55
Flour, Ontario	....	6 85
Rolled oats, per bbl.	....	6 75
Oatmeal, standard, per bbl.	....	7 40
Fresh Fruits and Vegetables—		
Lemons, Messina, box	....	7 00
Oranges, Val., case	4 00	5 50
Potatoes, new, bbl.	1 25	1 35
Sugar—		
Standard granulated	7 40	7 50
United Empire	7 30	7 40
Bright yellow	7 20	7 30
No. 1 yellow	6 90	6 97
Paris lumps	8 50	8 59
Beans, white, per bush.	3 15	3 20
Beans, yellow eyes, per bush.	3 70	3 75
Canned pork and beans, per case	2 80	3 00
Molasses, per gal.	0 34½	0 35
Cream of tartar, per lb., bulk	0 55	0 58
Currants, per lb.	0 10¼	0 10½
Rice per cwt.	4 50	5 00
Cheese, per lb.	0 16¼	0 16½

CLAIMS FOR DAMAGED GOODS.

THERE is quite frequently a difficulty experienced in fixing the responsibility for damaged shipments.

It is no exaggeration to say that nine times out of ten, when there is delay in adjusting claims, the cause is due to carelessness in some particular on the part of the claimant. When a shipment is opened and checked, if the goods or any of them are not satisfactory, either in quality or on account of breakage or other damage, the merchant ought immediately to notify the party who is responsible for their condition. If goods are bought as firsts, and upon examination it is found that, owing to defects of manufacture they cannot be disposed of as firsts, a complaint detailing the merchant's objections to them, and giving the date of the invoice, should be sent to the shipper without delay. He will then be in possession of information upon which to base an offer of adjustment, or to give instructions as to the disposal of the goods.

In the case of breakage or other damage of such a nature that it might have occurred while in transit, the local agent of the transportation company should at once be notified, and requested to call and examine the shipment. Even if the shipment has been receipted for the consignee should not neglect the formality of advising the agent that the goods are in bad order, and to request him to take a description of the damage, so that claim can be entered by him.

When the consignor receives the carrier's receipt "in good order," his responsibility ceases, and the carrier becomes responsible for the safe delivery of the shipment, and it is the duty of the consignee to examine each package in the shipment before accepting delivery. The merchant who authorizes a carter who has no interest in the shipment except to collect his charge for delivering what the freight man gives him (and many merchants have that habit) to bring down any freight there may be for him, has nobody but himself to blame if the carter receipts "in good order" for a damaged shipment. But even in such cases the merchant should put the blame where it belongs—on the transportation company. By all standards of fairness the consignor should not be expected to stand the loss resulting from goods arriving broken or otherwise damaged; yet in almost every instance claim is made on him for free replacement of the broken article, or for repairs for it, or for the value of the goods, and often for the transportation charges and other expenses as well.

Most large firms freely offer their customers the services of their claims department to assist them in instituting and prosecuting claims of this nature. But unless the consignee acts promptly, following the procedure outlined above and putting the documents with all particulars in the hands of the consignor, and requesting him to enter claim in his behalf, his chances of recovering from the carrier are meagre.

Where damage is discovered before the shipment is signed for, same should be noted by the agent on the receipt, if the consignee desires possession of the balance of the shipment.

In the event of the shipper instructing the return to him of any goods, they should be packed carefully and shipped with the same promptness that an order from a customer would receive, and the shipping bill mailed to the consignee, together with a description of the goods.

Goods should not be returned until the consignee has received authority from the shipper to do so. Otherwise they are likely to be refused, because the original shipper will note the reason for their return. If these instructions are carefully followed, a large part of the usual difficulties should be done away with.

Bullish Wheat Market Keeps Flour Firm

An Advance of 7c Bushel Noted in Week—This Should Bring Farmers From Cover as It Means $1.00 Net to Them—Trade Out of Line for Export—Rolled Oats Firmer—Bran Has Been Advanced $1.00.

MONTREAL.

FLOUR.—There is apparently plenty of wheat and flour to be got, and no market to get it out. Nevertheless, prices remain as they were, and business is practically at a standstill. Prices quoted are purely nominal. Buying, what there is, is of the hand to mouth variety, and stocks in both wholesalers' and retailers' hands are reported to be good; so that this state of affairs may continue for some time. The large millers have nothing to say about conditions, declaring that things are just the same as the week previous. Practically no exporting is being done. The wheat market fluctuates, now up, now down, with little from that source to bring about a radical change.

Manitoba Wheat Flour—	Per bbl.
First patents	6 70
Second patents	6 20
Strong bakers'	6 00

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	6 25	6 50
90 per cent., in wood	5 50	6 00
90 per cent., in bags	2 50	2 60
Straight roller	5 70	5 90
Blended flour	5 75	6 25

CEREALS.—The price of rolled oats was dropped by one milling concern last week, and after securing quite a lot of business at the reduced rate, they put them back to where they were. The drop took place on Friday. Other cereal prices remain unchanged, and the amount of business being done is small. The oat crop is considerably smaller this year, and has begun to arrive. With the approach of colder weather it is certain that the demand for rolled oats will improve, so that a weaker market is hardly likely just now.

Cornmeal—	Per 96-lb. sack.	
Kiln dried	2 45	2 50
Softer grades	2 20	2 35
Rolled Oats—	90's in jute.	
Small lots	3 12½	3 50
25 bags or more	3 02½	....

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled Wheat—	100-lb.	bbls.
Small lots	....	3 50
Hominy, per 98-lb. sack	....	2 75

FEEDS.—Business continues quiet, and the situation is practically the same as a week ago. Some lines show signs of easing off, while others are quite firm. Bran is easy, and as stated last week, can be bought from some of the smaller millers for $23, but the big millers are holding at $25, believing that higher prices will prevail before very long. Shorts and middlings are holding their own pretty well. The market for feed oats was down early last week, but advanced again. The price for uncleaned is now 61 to 62½c per bushel, and for cleaned, 65c.

Mill Feeds—	Car lots,	per ton
Bran	....	25 00
Shorts	....	27 00
Middlings	29 00	30 00
Wheat moulee	....	30 00
Feed flour	35 00	38 00
Mixed chop, ton	....	38 00
Crushed oats, ton	....	38 00
Barley, pot, 98 lbs.	3 00	4 00
Oats, chop, ton	....	38 00
Barley chop, ton	....	38 00
Feed oats, cleaned, Manitoba, bush..	....	0 65

TORONTO.

FLOUR. — The wheat market is jumpy with a general upward tendency and since a week ago the advance has been about 7c. This has had effect of maintaining price of flour in face of a very quiet market. Receipts have been very light and it is expected that shipments will now come more freely as the figure has advanced beyond dollar point to the farmer and this ought to bring them from cover. The advance has put the market out of line for export business except in connection with government orders. Millers are undoubtedly putting considerable flour into storage at the moment. Domestic business is very quiet and may continue so for some time. Heavy purchases at outbreak of war indicate that consumers are prepared for some months and retailers show no desire to do anything but a hand to mouth trade while situation is unsettled. Bakers, too, show a disposition for close orders and there is not much disposition to renew contracts, many of which come due at this time of year.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patent	6 80	6 60
Second patent	6 30	6 10
Strong bakers	6 10	5 90

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	5 50	5 30
90 per cent.	5 10	4 90
Straight roller	5 00	4 80
Blended flour	5 35	4 95

CEREALS.—Cereals are generally firm on strength of grain markets. This is particularly true of rolled oats and jobbers are now paying 20c above the level of a week ago. The quotations to the trade have not generally advanced.

Barley, pearl, 98 lbs.	....	5 00
Buckwheat grits, 98 lbs.	5 50	6 00
Corn flour, 98 lbs.	2 50	3 00
Cornmeal, yellow, 98 lbs.	2 65	2 75
Graham flour, 98 lbs.	3 00	3 30
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 63
Oatmeal, granulated, 98 lbs.	....	3 63
Peas, Canadian, boiling, bush.	2 75	3 00
Peas, split, 98 lbs.	....	5 00
Rolled oats, 90-lb. bags	3 25	3 45
Rolled wheat, 100-lb. bbl.	3 75	4 00
Rye flour, 98 lbs.	....	3 00
Wheatlets, 98 lbs.	3 75	4 00
Whole wheat flour, 98 lbs.	3 75	4 00

MILL FEEDS.—There has been a much better demand for mill feeds during the week and price of bran has gone up to $24.00, although orders at $23.00 would still meet with consideration. Big mills have generally stuck to the $25.00 figure, preferring to wait for better prices rather than sell. The price was taken down by the Ontario mills. Weather has not been favorable for a heavy consumption of feeds.

Mill Feeds—	Mixed cars,	per ton
Bran	24 00	25 00
Shorts	26 00	28 00
Middlings	29 00	31 00
Wheat moulee	....	30 00
Feed flour, per bag	1 75	1 85
Oats—		
No. 3 Ontario	....	0 45
No. 3, C. W.	....	0 51

WINNIPEG.

FLOUR AND CEREAL.—After providing some excitement by rapid advances, the flour and cereal market has resumed its former quiet tone. This week sees no advances—no change in any direction. From present indications, moreover, there is little likelihood of any price changes being struck for a time.

Manitoba Wheat Flour—	Per bbl.
First patents	6 40
Second patents	5 80
Strong bakers'	5 10
Cereals—	
Rolled oats, per 80 lbs.	2 80
Oatmeal, fine, standard and gran'd, 98 lbs	2 80

SANITARY FOOD REGULATION.

(Continued from page 26.)

factory, or place where food is prepared for sale, served or sold.

DISEASED PERSONS.

Section 8.—No employer shall require, permit or suffer any person to work, nor shall any person work in a building, room, basement, cellar, or vehicle occupied or used for the production, preparation, manufacture, packing, storage, sale, distributing and transportation of food, who is affected with any venereal disease, smallpox, diphtheria, scarlet fever, yellow fever, tuberculosis or consumption, bubonic plague, Asiatic cholera, leprosy, trachoma, typhoid fever, epidemic dysentery, measles, mumps, German measles, whooping cough, chicken pox or any other infectious or contagious disease.

The war has not altered the fact that people trade at the stores that give them the best values and the most agreeable treatment.

If you are within easy reach of the jobber, make him carry stock for you to the greatest practical extent. That is what he is paid a profit for.

Fall Apples Going to Consumers Freely

Advertising Seems to Be Having Effect Although Complaint in Some Quarters is That Price is Not So Low as Publicity Material Would Indicate—Prices Generally Low and Business a Little Better.

MONTREAL.

FRUIT.—Wholesalers state that the advertising campaign being conducted by the Government, while having a good effect on the sale of apples, is giving people the impression that this fruit can be bought for next to nothing. They are repeatedly meeting people who express surprise when asked $3 for a barrel of apples. The cool weather is beginning to help sales. Baldwins and russets have arrived, both being quoted for No. 1s at $3. No. 1 Spys are expected to sell at $3.25, though they may be 25c lower. Fancy Spys are expected to bring $3.25, as these will be held if anything. Supplies of McIntosh and Fameuse are not sufficient to cope with the demand. A bigger rush of apples may lower prices, though not on Spys or Baldwins. Alexanders and Colverts are now off the market. The orange market is firmer than last week, but they are moving slowly. Very few are coming in. Lemons are moving fairly well at $3.50, probably due to the oyster season in part. Canadian grapes are bringing 17 to 20c, and are not expected to go lower. The supply fluctuates considerably. Tokay grapes are higher, in auction bringing around $2.40. Cranberries from P.E.I. are selling as low as $5.00 per bbl., but Cape Cods bring $6.50.

Apples—		
Starks, No. 1, bbl.	....	2 75
Colverts, No. 1	....	2 50
Baldwins, No. 1, bbl.	....	3 00
Spys, No. 1, bbl.	....	3 25
Russets, No. 1, bbl.	....	3 00
Greenings, No. 1, bbl.	....	2 75
Alexanders, No. 1, bbl.	....	2 75
Fameuse, No. 1, bbl.	....	3 50
McIntosh Reds, No. 1, bbl.	....	3 50
No. 2, all varieties, 50c less per barrel.		
Bananas, crate	2 00	2 00
Cranberries, bbl.	5 00	6 50
Grapefruit, Jamaica, case	....	3 50
Grapes, Cal., box	....	2 50
Grapes, Can., small basket	0 17	0 20
Lemons, Messinas—		
Extra fancy, 300 size	....	3 50
Limes, small boxes	....	1 25
Oranges—		
Cal. late Valencia, 150-176-200-216	....	3 50
Cal., 100-126-150-288 size box	....	3 50

VEGETABLES. — The principal change this week is in the price of hothouse tomatoes, which have advanced from 10c per lb. to as high as 25c. Potatoes are getting plentiful, and everybody is handling them; so that the increased demand (which is marked) is not noticed by any one wholesaler. Egg plants are getting much smaller in size, and are practically done as far as this country is concerned. In future they will be imported from the United States. Celery, cauliflower and cabbage are very plentiful just now, and are having a fairly good sale at rather low prices. Peppers are slow for the time of the year. Head lettuce are expected to be selling at 90c doz. by the end of the week; in fact, this price is being realized already. American beans are changing hands for $2.50 per basket, which is not a high price for the time of the year. Business is reported as very quiet.

Artichokes, bag	....	1 50
Beans, American, basket	....	3 00
Beets, bag	0 50	0 75
Cabbage, per dozen	0 25	0 50
Carrots, bag	0 50	0 75
Cauliflower, dozen	0 50	1 00
Cucumbers, dozen	0 40	0 50
Celery, doz.	....	0 75
Egg plant, per dozen	....	0 40
Lettuce, head, per box	....	1 75
Curly lettuce, per box	....	1 40
Onions—		
Spanish, per case	....	3 00
Spanish, per ½ case	....	1 75
Native, per doz. bunches	0 30	1 00
Red, 100-lb. bags	....	1 75
Parsnips, bag	....	0 75
Parsley, doz. bunches	0 10	0 20
Peppers, green, 3½ qt. basket	....	0 50
Potatoes—		
Montreal, bag	....	0 75
Potatoes, sweet, Jersey, hpr.	....	1 50
Spinach, Montreal, in boxes	....	0 50
Turnips, bag	0 50	0 75
Tomatoes, Montreal, box	0 50	1 50
Tomatoes, hothouse, lb.	0 18	0 25
Watercress, doz.	....	0 40

TORONTO.

FRUITS.—With low prices generally prevailing business has picked up somewhat during the past few days, according to wholesalers. This particularly refers to the business in apples which are moving freely and of which the consumption promises to be heavy. Generally the prices are 2.25 to 2.50 for good varieties, and for No. 2's the figure is 40c to 50c under. Dealers believe that extensive advertising is having a favorable effect on the call for apples. Grapes are still coming freely and continue cheap. This is about the last month for California Valencia oranges, and the prices are spread over a bigger range without material change. Cranberries are still being sold at 6.50 but this price is considered low for Cape Cods although some of the later arrivals may go even cheaper. Lemons are at the same price and there seems to be no difficulty in getting supplies.

Apples—		
Greenings	2 25	2 50
Kings	2 50	2 75
Baldwins	....	2 50
Spies	2 75	3 00
No. 2s, 40-50c less.		
Crab, basket	0 25	0 35
Bananas, per bunch	1 50	2 00
Cantaloupes—		
Canadian, basket	0 40	0 60
Colorado, crate	....	1 75
Cocoanuts, sack	....	3 75
Cranberries	6 50	7 00
Elderberries	0 20	0 25
Grapes—		
Canadian, 6-qt. bkts.	0 16	0 20
Tokays	1 90	2 00
Oranges—		
California, late Valencias	2 75	3 50
Lemons, Verdilla	4 00	4 75
Limes, per 100	....	1 25
Pears—		
California, box	....	3 25
Canadian, late varieties	0 30	0 50
Peaches, Colorado, box	1 25	1 35
Pineapples, Porto Rico, case 10	....	4 50
Quinces	0 60	0 75
Grape fruit	3 75	4 00

VEGETABLES.—Favorable weather for the vegetable harvest and a good crop is having the tendency to put prices still further down and the result is that there is a very fair demand and a good volume passing. Beets, carrots, cauliflower, onions, red peppers, etc., are reduced. Tomatoes are a trifle dearer and the season is drawing to a close after holding out unusually well on account of the fine weather. Potatoes have not changed in price. There is a good crop in Ontario and the quotations although low are expected to last. The demand here is not strong.

Beets, Canadian, bag	0 70	0 75
Beans, Canadian, basket	0 25	0 35
Cabbage, Canadian, dozen	0 35	0 40
Carrots, bag	0 70	0 75
Cauliflower, doz.	....	0 85
Citrons, doz.	....	0 75
Egg Plant, 11 qt. basket	0 25	0 35
Cucumbers—		
Slicing	....	0 25
Medium pickling sizes	0 35	0 75
Gherkins	0 35	0 50
Celery, doz.	0 35	0 60
Corn, per doz.	0 10	0 12½
Mushrooms, per lb.	0 60	0 75
Water Cress, 11 qt. basket	....	0 50
Onions—		
Spanish, big crate	3 00	3 15
Can., 75-lb. bags	0 95	1 00
Green peppers, basket	0 35	0 40
Red peppers	....	0 50
Potatoes, Delaware	....	0 80
Tomatoes, Canadian, basket	0 25	0 35
Parsley, basket, 11-qt.	0 30	0 35
Pumpkins	0 10	0 20
Tomatoes, Canadian, basket	0 20	0 30
Turnips, bag	....	0 50
Sweet potatoes, hamper	....	1 25
Squash, Hubbard, doz.	....	0 75
Lettuce, box	....	2 00
Parsnips, Canadian, bag	....	0 75
Persimmons, California, crate	....	2 50
Pommegranates, doz.	....	1 00

WINNIPEG.

FRUIT.—The demand has improved materially during the week. There has been a still further advance in pears, which are now quoted from $3 to $3.50. Tokays are also stronger, being quoted from $2.25 to $2.50. Apples have dropped somewhat, in boxes being quoted from $3 to $3.50.

Apples—		
Washington	....	1 25
Apples, bbls.	3 00	3 50
B. C. Box Apples	....	1 75
Cranberries, bbl.		7 75
Bananas, lb.		0 04¼
Lemons—		
California	....	6 50
Messina	....	6 50
Oranges—		
California Valencias		4 00
Pears	3 50	3 00
Pears, Michigan, in bbls.	4 50	4 75
Grapes, Ontario, basket		0 25
Cal. Tokays	2 25	2 50

VEGETABLES. — The only real change in this market is a drop in Valencia onions, which are now quoted from $4 to $4.25. The demand for sweet potatoes is improving and B.C. celery continues to sell well.

Celery, B.C.	....	0 07
Head lettuce, Minnesota, hampers	....	3 50
Onions—		
Cal., 100-lb. sacks	....	2 00
Valencia, per case	4 00	4 25
Parsley, per doz. bunches	....	0 40
Sweet potatoes	4 25	4 50
B. C. Celery, per case	....	6 50

Further Reductions in Prices of Hams and Bacon

Toronto Quotations Off Another Cent or More and Montreal Also Easy—Hogs Are Cheaper—Revival of Export Business in Eggs Creates Firmness in the Situation.

MONTREAL.

PROVISIONS.—Lard market still remains weak. Considerable exportation is taking place to Europe, but the time is approaching where Europe will be able to supply her own wants from her own resources. Low prices for cotton seed oil will make compound lard very attractive as compared with pure lard, and will cut inroads into pure lard business. Prices are down ½c this week. Barrelled pork is a dollar per barrel cheaper again this week, which is due to cheaper hogs on the market. The demand for meats of any kind is only fair.

The dressed hog market has a decidedly easier tone, prices this week being 12¾ to 13c, which is from ½ to ¾c lower than a week ago.

	Per lb.	
Hams—		
Medium, per lb.	....	0 19
Large, per lb.	....	0 18
Backs—		
Plain, bone in	....	0 24
Light, per lb.	....	0 22
Boneless	....	0 26
Peameal	....	0 27
Bacon—		
Breakfast, per lb.	0 19	0 20
Roll	....	0 17
Shoulders, bone in	....	0 15
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	....	0 28
Hams, roast, per lb.	....	0 29
Shoulders, boiled	....	0 27
Shoulders, roasted	....	0 28
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—	Per bbl.	
Heavy short cut mess	....	31 00
Heavy short cut clear	....	31 00
Clear fat pork	....	30 00
Clear pork	....	29 00
Lard, Pure—	Per lb.	
Tierces, 350 lbs., net	....	0 12¾
Tubs, 50 lbs. net	....	0 13½
Boxes, 50 lbs. net	....	0 13
Pails, wood, 20 lbs gross	....	0 13¼
Pails, tin, 20 lbs. gross	....	0 12¾
Cases, 10-lb. tins, 60 in case	....	0 13½
Cases, 3 and 5-lb. tins, 60 in case	....	0 13¾
Bricks, 1 lb., each	....	0 14
Lard, Compound—		
Tierces, 375 lbs., net	....	0 ...
Tubs, 50 lbs., net	....	0 10½
Boxes, 50 lbs., net	....	0 10½
Pails, wood, 20 lbs., net	....	0 10¾
Pails, tin, 20 lbs., gross	....	0 10¾
Cases, 10-lb. tins, 60 in case	....	0 11½
Cases, 3 and 5-lb. tins, 60 in case	....	0 11½
Bricks, 1 lb., each	....	0 12½
Hogs—		
Dressed, abattoir killed	12 75	13 00

BUTTER. — Market firmer, and chances are for advances during the week end. Markets in the country were all up last week and, as it is getting towards the end of the season, and stocks are short of last year by between 65,000 and 75,000 boxes.

Butter—		
Finest creamery, new milk	....	0 29
Dairy butter	0 24	0 25

CHEESE.—Market is firm, new made bringing from 16 to 17c, and old special 18 to 19c. Small stocks here and in Great Britain, and demand for export to the latter country, are causes of firmer market.

Cheese—		
New make	0 16	0 17
Old specials, per lb.	0 18	0 19
Stilton	0 18	0 19

EGGS.—Market has a considerably better tone than a week ago, due to export business which has begun. Quite a few thousand cases will leave this week for England—a temporary resumption of business which disappeared four years ago, and is due to the war cutting off supplies in England. New laid eggs are still bringing 35c, and selects 30c.

Eggs, case lots—		
New laids	....	0 35
Selects	....	0 30
No. 1s	....	0 26
Splits	0 20	0 22

HONEY.—Crop, as reported before, is much smaller than on previous years, and has affected the price, and there is likely to be a further difference in the near future. The demand is only fair.

Honey—	White Clover per lb.	Buckwheat per lb.
Barrels	0 11½	0 08
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12½	0 10
Comb, 13-14 oz. section	0 17—0 18	0 14—0 16

POULTRY.—Prices are all down owing to light demand, and to the fact that a great deal of poor stock is coming on to the market. It has been stated that farmers would not carry over their stock this year on account of high prices of feed. This is true, and judging from the quality of stock they are sending in, they have not been feeding any grain to them for some time. Wholesalers are finding it necessary to fatten them up themselves, before they are in condition to be put on the market. Fancy stock is bringing good prices, and there is a good demand for it as so little is coming in. As soon as the nights are cool enough to allow stock to be thoroughly cool before shipping, dressed poultry will be shipped. Some lots of dressed stuff are coming in now, but it is very poor. Fowls of 3 to 4½ lbs. are down to 9 to 12c per lb.

Fresh Stock—		
Fowls, 5 lb. and up	....	0 15
Fowls, 3 to 4½ lb.	0 09	0 12
Old cocks	0 09	0 10
Fancy fat milk-fed chickens	0 13	0 16
Chickens	0 10	0 12
Young ducks	....	0 12
Old ducks	0 09	0 10
Geese	0 10	0 11

TORONTO.

PROVISIONS.—There is a noticeable falling off in the consumption of hams and bacon. This is no doubt partially due to the season and the waning popularity of cooked meats with the cool weather but the general tendency of the common people to buy cheaper goods is also an important factor; also there is the weakness of the hog market owing to the difficulty of exportation and the fact that the West is shipping instead of taking stocks from the east. Prices are off this week a cent to a cent and a half all round. Barrelled pork is also down a couple of dollars. Lard is easy but prices remain as last week.

Hams—		
Light, per lb.	0 18	0 18½
Medium, per lb.	0 17½	0 18
Large, per lb.	0 16½	0 17
Backs—		
Backs, per lb.	0 22	0 23
Boneless, per lb.	0 23	0 24
Pea meal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll, per lb.	0 14½	0 15
Shoulders, per lb.	0 13½	0 14
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14	0 14¾
Cooked Meats—		
Hams, boiled, per lb.	0 26	0 27
Hams, roast, per lb.	0 26½	0 27½
Shoulders, boiled, per lb.	0 21	0 22
Shoulders, roast, per lb.	0 21	0 22
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 00	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 12¼	0 12¾
Tubs, 60 lbs.	0 12½	0 12¾
Pails	0 13	0 13¼
Tins, 3 and 5 lbs., per lb.	0 13¼	0 13¾
Bricks, 1 lb., per lb.	0 14	0 14¾
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09¼	0 09¾
Tubs, 50 lbs. per lb.	0 09½	0 10
Pails, 20 lbs., per lb.	0 09¾	0 10½
Hogs—		
F.O.B., live, per cwt.	....	7 60
Live, fed and watered, per cwt.	....	8 00
Dressed, per cwt.	11 50	12 50

BUTTER.—Situation for butter is generally firm and the tendency if anything towards a higher level. Weather still continues open but a change may be looked for at any time. There is a question as to whether the good demand and high prices for cheese may not be affecting the butter output which seems to be falling off.

Butter—		
Creamery prints, fresh made	0 29	0 31
Separator prints	0 27	0 28
Dairy prints, choice	0 26	0 27
Dairy, solids	0 22	0 24
Bakers	0 18	0 20

CHEESE.—Situation very firm and price quotations are a shade higher. Demand for export continues very firm and good shipments have been going forward.

Cheese—		
Old, large	0 17¼	0 17½
Old, twins	0 17½	0 18
New, large	0 16¼	0 16½
New, twins	0 16½	0 16¾

EGGS.—There has been an interesting development in the egg situation during the week. This was the advent of old country buyers in the Canadian market, resulting in the exportation of a couple of thousand cases from Ontario, and the outlook is that the shipments may amount to fourteen to fifteen thousand cases. This is the first time in several years that eggs have been exported to England. Demand is due to war conditions and the effect has been that while there are no important changes in prices the situation is strong in contrast with weakness a week ago.

Eggs, case lots—	Per dozen.	
Strictly new laid, in cartons	0 31	0 32
Straights	0 28	0 29
Straights	0 27	0 28
Trade eggs	0 22	0 23

POULTRY.—Market is quiet. Demand is light and receipts the same. Question is whether farmers are holding for higher prices, which are not likely to come, or whether the weather has not yet been cold enough to force the chickens from their outdoor roosts. It is believed that high price of feeds and weakness of demand for luxuries will mean cheap poultry this fall. Price quoted below are buying quotations. Selling prices to trade are 1c to 2c pound higher.

	Live.	Dressed.
Fresh Stock—		
Fowl	0 08—0 10	0 14
Spring chicken, lb.	0 10—0 11	0 13
Turkeys, young	0 15	0 18
Turkeys, old Tom	0 13	0 15
Ducklings	0 08—0 10	0 11
Ducks	0 08—0 10	0 14—0 15
Geese	0 08—0 09	0 12—0 14

HONEY.—Business is fair and should improve with cooler weather. Market is inclined to be firm with some talk of prices being slightly advanced on account of short crop; there is some speculation, however, as to extent of holdings from last season which are believed to be large.

Honey—		
Clover honey, bbls., per lb.	0 11	0 11½
60 lb. tins	0 12	0 12½
20 lb. tins	....	0 12
5-10 lb. tins	0 12½	0 13
2½ lb. tins	0 13	0 13½
Comb	2 40	2 50

WINNIPEG.

PROVISIONS.—The general tone of the market is firm, and advances may be expected at least until the end of the year.

Cured meats are generally quoted as a week ago. Hams, however, have been dropped 1c, this being a rather usual decline, which comes at this time of year as result of falling off in the demand for cold boiled hams. Lard remains at the prices to which it was recently advanced.

Cured Meats—	
Hams, per lb.	0 21
Shoulders, per lb.	0 15
Bacon, per lb.	0 25
Long clear, D.S., per lb.	0 14
Mess pork, bbl.	28 00
Lard—	
Tierces	0 12
Tubs, 60s	7 35
Pails, 20s	2 50
Cases, 5s	7 80
Cases, 3s	7 80

BUTTER. — Still an upward movement is expected, but no advances have been struck during the week. The supplies on hand are thought to be quite sufficient until the 1st of the year. It may then be necessary to get in some Eastern butter, when prices would certainly advance to cover the freight charges on this.

Butter—	
Creamery, Manitoba	0 30
Dairy	0 25
Cooking	0 19 0 21

CHEESE.—This market continues steady. It is not expected that any change will come for some time.

Cheese—	
New, large	0 16½
New twins	0 17

EGGS.—While the advance of last week has not been followed by a further upward movement, yet there are indications that prices will go still higher. An upward tone to the market indeed may be expected until January, when Southern eggs will commence to reach this market.

Eggs—	
Extra firsts	0 27
Checks	0 15 0 16
Extra, in cartons	0 30

TEN COMMANDMENTS OF MAIL ORDER HOUSES.

The following ten commandments are offered by one philosopher, for the guidance of catalogue house patrons:

1. You shall sell your farm produce for cash, whenever you can, but not to us. We do not buy from you.

2. You shall believe our statements and buy all you need from us because we want to be good to you although we are not acquainted with you.

3. You shall send the money in advance to give us a chance to get the goods from the factory with your money. Meanwhile you will have to wait patiently a few weeks as that is our business method.

4. You shall buy church bells and church fixtures from us and forward the money in advance, for this is our business method and you shall collect from the business men in your town as much money as you can for the benefit of your churches as it is against our rules to donate for building country churches.

6. You shall buy your tools from us and be your own mechanic in order to drive the mechanics from your vicinity, for we wish it so.

7. You shall induce your neighbors to buy everything from us as we have room for more money—less money there is in your community the sooner we can put your local merchants out of business and charge you what we please.

8. You shall look often at the beautiful pictures in our catalogues, your wishes will increase and so you will send in a big order although you are in no immediate need of the goods otherwise you might have some money left to buy some necessary goods from your local merchant.

9. You shall have the merchants who repair your goods you buy from us book the bills so you can send the money for his labor to us for new goods, otherwise he will not notice our influence.

10. You shall in case of sickness or need apply to your local dealer for aid and credit as we don't know you nor do we care to

ANOTHER CO-OPERATIVE CONCERN.

The "Toronto British Co-operative Society, Limited," is the high-sounding name of a new concern granted an Ontario charter to "buy, sell, manufacture and deal in goods, wares and merchandise." The capital of the company is placed at $10,000. The incorporators are given as follows: Arthur Edward Crate, postal clerk; Robert Cassels, shipping clerk; William John Bell, draughtsman; Andrew Baxter Law, real estate agent; George Edgar Fenton, painter; John Charles Sim, plasterer; Walter Francis Ellis, grocery salesman; Frederick Joseph Downie-Bacon, secretary; James Thomson, baker; and Arthur Ellis, loomfixer, all of Toronto.

POTATOES IN NEW BRUNSWICK.

Since the outbreak of the war the Provincial Government of New Brunswick has ordered 100,000 bushels of potatoes for the English troops, as the province's gift in part, and this week added 15,000 bushels more to be given to the aid of the Belgians. There is a great abundance of potatoes in New Brunswick this fall, and low prices are expected to prevail.

VALUE OF CHOCOLATE.

Quite recently a gentleman in Europe, observing the passage of some troops through a village, noticed the women, in their enthusiasm, offering little gifts to the soldiers, and, making some inquiries, ascertained that the soldiers almost invariably asked for chocolate or cigarettes. Lately European Governments have made large purchases of chocolate, finding that it is the favorite emergency ration on account of its small bulk and the large amount of nutriment it contains.

FARRINGTON PHILOSOPHY.

Oftentimes a profit may be made by buying low when one could not be obtained by selling high.

If it is absolutely necessary that you employ your relatives or your wife's relatives in your store, do so, but tell them that when business is in question relationship must be forgotten.

Fish Dealers Preparing for Winter Business

Stocks Are Being Secured Before the Close of Navigation to Reduce Freights—More Interest Now in Smoked Lines Although Weather Has Been Very Unfavorable — Better Business on Oysters.

MONTREAL.

FISH AND OYSTERS.—Fresh haddock and cod are in fair supply with no changes in prices. Supplies of frozen halibut have been coming in, as fresh stocks were scarce. Supplies are plentiful this week, however. Lake fish are all plentiful, and prices reasonable. Fresh cured haddies; kippers and bloaters are beginning to arrive daily, as well as fillets. Salt cod and salt herrings are also starting to move. Swordfish are now off the market. With the close of navigation approaching, people at a distance are buying more freely in order to save freights, and are stocking up for winter. This is making business brisker. Business in shelled oysters has shown signs of improvement this week. Prices are lower.

TORONTO.

FISH AND OYSTERS.—Business has been largely confined to fresh fish and has not been very active. Warm weather has handicapped trade in dried and smoked fish for the reason that these varieties are rather precarious stocks to handle with mild temperatures.

Demand for oysters has also been affected by the warm weather, but has been showing some improvement of late.

FRESH FISH.

	Montreal	Toronto
Halibut, fancy, express, per lb.	0 13	0 12
Haddock, fancy, express, lb.	0 06	0 07
Steak cod, fancy, express, lb.	0 08	0 08-0 09
Market cod, per lb.	0 05	....
Flounders, fancy, express, lb.	0 08	0 08
Gaspe salmon, per lb.	0 16	....
B. C. salmon	0 14	0 14
Chilled salmon	0 15	....
Dressed bullheads, per lb.	0 10	0 10
Whitefish, per lb.	0 12	0 12
Lake trout, per lb.	0 11	0 12
Bluefish, per lb.	0 15	0 12
Herrings, per 100 count	2 00	....
Herring, lb.	....	0 07
Dore, per lb.	0 11	0 12
Mackerel, per lb.	0 10	....
Sea bass, per lb., black	0 14	0 15
Pike, per lb.	0 08	0 07-0 08
Perch, per lb.	0 10	0 07-0 08
Carp	0 09	....
Eels	0 08	0 10
Pickerel	0 11	0 11

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.	.07½	.08-.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½	.08-.09
Haddies, fillets, per lb.	.11	.12
Haddies, Niobe, boneless, per lb.	.09	...
Herring, Ciscoe	1.80	.12
St. John boaters, 100 in box	1.00	1.20
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.20	...
Smoked boneless herrings, 10-lb. box	1.20	...
Kippered herrings, selected, 60 in box	1.30	1.35-1.60
Smoked salmon, per lb.	.25	.23
Kippered herrings, ordinary, 60 in box	1.10	1.25
Ciscoe herrings, basket of 15 lbs.	1.75	1.80
Smoked halibut	....	.20

FROZEN FISH—SEA FISH.

Salmon—	Montreal	Toronto
Gaspe, large, per lb.	.....	.12
Red, steel heads, per lb.	.12-.13	.12-.13
Red, sockeyes, per lb.	.10-.11	.11
Red, Cohoes or silvers, lb.	.10	.11
Pale, qualla, dressed, per lb.	.07-.07½	.08½
Pale, qualla, dressed, per lb.	.07-.07½	.09
Halibut, white western, large and medium, per lb.	.07¼-.08	.10
Halibut, eastern chicken and medium, per lb.	.09	...
Mackerel, bloater, per lb.	.07-.08	.09
Haddock, medium and large, lb.	.06½-.06	.07-.08
Market codfish, per lb.	.06-.06½	.07-.08
Steak codfish, per lb.	.06½-.07	.09
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.16-.17	.15
Smelts	.....	.07

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.10-.11	.11-.12
White fish, small tulibees, per lb.	.06½-.07	.07
Lake trout, large and medium, lb.	.11-.12	.12
Dore, dress or round, lb.	.09-.10	.09-.10
Pike, dressed and headless, lb.	.06½-.07	.06
Pike, round, per lb.	.06-.06½	.07-.08

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	....
Salmon, Labrador, bbls., 200 lbs.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	7 50	....
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	12 00	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	6 50
Mackerel, N.S., bbls., 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lb.	1 75	....
Herrings, Labrador, bbls.	5 75	6 25
Herrings, Labrador, half bbls.	3 25	3 40
Herrings, Nova Scotia, bbls.	6 00	6 25
Herrings, Nova Scotia, half bbls.	3 10	3 40
Lake trout, half bbls.	....	8 00
Quebec sardines, bbls.	5 00	....
Quebec sardines, half bbls.	2 75	....
Tonges and sounds, per lb.	0 07½	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imp'ted milkers, hf bbls	7 00	....
Holland herrings, imp'ted milkers, kegs.	0 85	0 70—1 00
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs	0 75	0 65-0 95
Lochfyne herrings, box	1 35	....

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	....
Dried pollock, medium and large, 100 lb.	6 00	....
Dressed or skinless codfish, 100-lb. case.	7 50	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs, per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes.	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standards, solid meats, gal.	1 75	1 75
Standards, ordinary, gal.	1 50	1 65
Selects, per gal.	2 00	2 00
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 00	....
Best prawns, imp. gallon	2 00	....
Best shrimps, imp. gallon	2 25	....
Sealed, best standards, quart cans, each	0 35	....
Sealed, best select, quart cans, each	0 45	....

OYSTERS, CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Oysters, per gal.	1 65	2 10
Cape Cod shell oysters, per bbl.	9 00	....
Malpeque, shell oysters, selected J.A.P., per bbl.	6 00	10 00
Malpeque, shell oysters, C.C.I., bbl.	11 00	....
Clams, per bbl.	6 00	....
Mussels, per bbl.	5 00	....
Live lobsters, medium and large, lb.	0 30	....
Boiled lobsters, medium and large, lb.	0 32	....
Soft shelled crabs, doz.	....	....
Winkles, bush.	....	....
Little Necks, per 100	....	....

WINNIPEG.

FISH.—The demand during the past week has been good, and it becomes evident that when really cold weather arrives, fish are going to sell better than for some years. Undoubtedly the present high price of fresh meat, and the need which people are feeling at present of economizing, has something to do with this. For oysters there is not yet a heavy call, but it is likely that cold weather will stimulate this.

Fish—		
Whitefish, per lb.	....	0 09
Pickerel	....	0 08
Trout	....	0 12½
Gold eyes	....	0 03½
Jackfish	....	0 05
Halibut	....	0 11
Salmon	....	0 15
Fresh sole	....	0 10
Fresh cod	....	0 12½
Fresh smelts	....	0 11
Oysters, per gal., Imp.	....	2 75
Shell oysters, per cwt.	....	2 00
Shell oysters, per bbl.	....	17 00

SUBVENTIONS TO SEED GROWERS.

Ottawa, Oct. 22.—The war has cut off a large proportion of Canada's supply of field, root and garden seeds, which hitherto have come from France and Germany, and in order to stimulate production in Canada of clean seeds the Department of Agriculture has decided to grant annual subventions to be paid per pound of re-cleaned seeds to bona-fide growers of them. The subventions will be paid under the direction of experts employed by the Federal and Provincial experiment stations.

The subventions now offered to Canadian growers will offset European cheap labor in re-cleaning seeds. They include: For mangel or sugar beet seed, 3 cents per pound up to a maximum of 10,000 pounds; for turnips, or Swedes, 4 cents per pound up to a maximum of 5,000 pounds; for parsnip seed, 7 cents per pound up to a maximum of 500 pounds; for cabbage seed, 25 cents per pound, up to a maximum of 400 pounds; for onion seeds, 25 cents per pound, up to a maximum of 2,000 pounds; for cucumber seed 20 cents per pound, up to a maximum of 100 pounds.

R.M.A. FOR ST. JOHN, N.B.

St. John, Oct. 22.—(Special).—A movement is afoot in St. John to have a branch of the Retail Merchants' Association of Canada formed here, and to have a provincial executive as well. A meeting was held this week in the Board of Trade rooms, which was addressed by N. C. Cameron, of Peterborough, Ont. He was given an attentive hearing by a representative body of local dealers, as he put forth the advantages of organization, and as a result of his visit there seems every likelihood that an association will be formed here. A committee was appointed to take the matter up with the general body of retail merchants.

Do show articles of good quality. People will forget the price, but they will not forget or forgive if you supply them with poor quality.

WORTH $20 A YEAR.

Editor Canadian Grocer:—

The Grocer is all right and is worth ten times the price asked.

C. LACROIX,
19 Rue St. Joseph, Quebec, Que.

A True Patriotic Manufacturer

Ample excuse was given us by the rise in price of flour following declaration of war to raise the price of

Hirondelle
(Swallow)

and

L'Etoile
(Star)

brands of Macaroni, Vermicelli and Spaghetti.

We Have Stuck to Our Prices

even though we are scarcely able to meet the increased demand for these goods, owing to the fact that the imported goods are practically off the market and to the economy of this extremely nutritious and wholesome food.

Take advantage of the demand for Canadian-made goods and the increasing patriotic sentiment by stocking these Canadian lines.

C. H. Catelli, Limited
Montreal

AGENTS

Tees & Persse, Limited, Winnipeg
C. C. Mann, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs.	$ 2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 80
No. 10 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 30
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs..	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER

Sizes	Per doz.
Royal—Dime	$ 0 95
" ¼-lb..	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—when packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal. $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books.	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN.	Per case.
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	$2 88
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	3 30
King's Food, 2 doz. to case, weight 95 lbs.	5 20
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 30
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 30

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars.

	Per doz.
Strawberry, 1914 pack	$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35

Get in while the market is readjusting itself

This is your opportunity to break in on the vast Western market. We are right on the ground with seven large warehouses and a large staff of efficient salesmen ready to place your goods before the buyer in a way that will produce certain results.

We have an intimate knowledge of the commercial conditions, and we will give you conscientious, thorough, and satisfactory service. We handle goods on a commission basis, and are open for any line not competing with those we already carry.

Write us for terms and particulars

NICHOLSON & BAIN

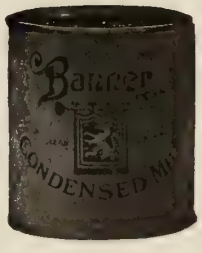
Wholesale Commission Agents and Brokers

HEAD OFFICE, WINNIPEG, MAN.

Branches:

LETHBRIDGE, REGINA, SASKATOON
EDMONTON, CALGARY, VANCOUVER

A tip on the side, Mr. Grocer





Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

St. George Brand Coffee, 2 doz. in case	**$4.80**
St. George Evaporated Milk, 4 doz. in case	**3.60**
Banner Condensed Milk, 4 doz. in case	**5.25**
Princess Condensed Milk, 4 doz. in case	**4.50**
Premier Machine Skimmed, 4 doz. in case	**3.80**





Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

ST. GEORGE, ONTARIO



"Breakfast Foods"

There are Breakfast Foods and Breakfast Foods. There's a new one every once in a while.

But White Swan Breakfast Food has been on the market for twenty years and is a *Food*, not a Fad. Its merit is steadily winning recognition and new satisfied customers. At the St. Louis World's Fair in 1904 it won the gold medal—the highest award.

White Swan Breakfast Food is "Made in Canada" from the best of Canada's Wheat by Canadian millers. It is attractively packaged and will make a fine showing. Put a display on your counter and tell your customers about it. It will pay you well.

It costs:

2 doz. to case, per case, ... $3.00
Shipping weight 85 lbs.

Don't bother about pen and ink. Pencil your order on the margin of this sheet and mail it in. We'll look after your order just as promptly and carefully. Try it.

WHITE SWAN SPICES AND CEREALS, LIMITED
TORONTO, ONTARIO

Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 00
Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 24 bars per box	0 85

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 30
Navy chocolate, ½'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ½'s	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case.
Eagle Brand, each 4 doz.	$ 6 25
Reindeer Brand, each 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 60
Gold Seal Brand, each 4 doz.	5 60
Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each, 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. tins, 2 doz. to case, weight 35 lbs.	39
1 lb. tins, 4 doz. to case, weight 80 lbs.	38

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb. tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, per lb.	27
Shipping weight, 50 lbs. per case.	

MINTO BROS.

MELAGAMA COFFEE.

	Whol.	Retl.
1s, ½s, Grd.	25	30
1s, ½s, B. & G.	32	40
1s only, B. & G.	35	45
1s, ½s, B. & G.	38	50

Packed in 30 and 50-lb. cases.
Terms net 30 days prepaid.

(MINTO COFFEE (Bulk)

M Bean or Gr.	38
I Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	28
Spec. Grd. Compound	25

Packed in 25 & 50-lb. tins.

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	$1 15
2 oz. bottles, per doz., weight, 4 lbs.	2 20
2½ oz. bottles, per doz., weight 6 lbs.	2 50
4 oz. bottles, per doz., weight 7 lbs.	4 00
8 oz. bottles, per doz., weight 14 lbs.	7 50
16 oz. bottles, per doz., weight 23 lbs.	14 40
32 oz. bottles, per doz., weight 40 lbs.	28 80
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE

Special Delivered Price for Canada

	Per doz.
½-oz. (4 doz. case) weight 9 lbs., retail each 15c.	$1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each $1.50.	13.00
Pint (1 doz. case), weight 29 lbs., retail each $3.	25 00
Quart (1 doz. case), weight 53 lbs., retail each $5.50.	47 75
Gallons, each, retail each $20	17 15

Fresh Pork Sausage

This is the Season for Sausages, and they are the very finest goods on the market. Prices are no higher than last year.

Let us book you up for regular shipments every day by express or as required.

Made under Government inspection.

F.W. Fearman Company
LIMITED
HAMILTON



You're Sure of Steady Sales When You Stock

Paterson's Worcestershire Sauce

For the extreme care exercised in preparing, the delicious flavor developed, the sanitary precautions scrupulously preserved, the persistent uniformity and quality, and the **safe-from-harm packing** in sealed cork bottles have made Paterson's the insistent choice of careful and discriminating housewives.

Make sure of steady sales by getting Paterson's Worcestershire Sauce on display in your store. Ask your nearest wholesaler to send you a trial case to-day.

ROWAT & CO.
GLASGOW, SCOTLAND

CANADIAN DISTRIBUTORS:

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

Mince Pies Only a Few Weeks Away

It's only a few weeks until Christmas. The cool nights have already got women to thinking about Christmas baking — and mince pies!

The mince pie trade is worth hustling for and you can get a goodly share of it with

Shirriff's Mincemeat

This mincemeat has a just like "home-made" taste that discriminating home cooks like. And why shouldn't it be delicious? It is made from a "home-made" recipe from carefully mixed fruits, peels and spices, all ingredients being of the highest grade.

You need not hesitate to recommend Shirriff's Mincemeat to the most particular women in your locality, for it is pure enough, clean enough and delicious enough to use for your wife's mince pies. Let her try it and prove it.

Imperial Extract Co.

Steiner and Matilda Streets
Toronto

B. CANNON & Co., Ltd.
LINCOLN, ENGLAND

PURE GELATINES

Prompt Shipments from
Stocks in Toronto and Montreal

SOLE AGENTS
FINEGAN & ELLIS
506 Board of Trade Bldg.
TORONTO

Fish and Oysters

Cold, Snappy Days
Bring the Demand.

Be Prepared

Remember you can't do business without the goods.

A full stock of saleable lines.

Whitco Brand Haddies. In a class by themselves.

Shredded Codfish **Cod Steak**

Labrador Herrings

Fresh and Frozen Halibut, Salmon, Whitefish and Trout

Kippers **Bloaters** **Fillets**

Oysters—Large and clean. Fresh daily.

A trial will convince you of the merits of our goods.

WHITE & CO., Ltd., Toronto

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F. O. B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63
	Per jar.
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

VERMICELLI AND MACARONI

C. H. CATELLI CO., LIMITED.

Hirondelle Brand.
Prices for Quebec.

	1 lb. pkgs. loose.
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs., cases	7 6½
Egg noodles, case 10 lbs., loose; cases 60 pkgs., ½ lb. each	7½ 7

Marguerite Brand.

Same assortment as above	6½ 6

Catelli Brand.

Vermicelli, Macaroni, Spaghetti, 30 lbs. (loose)	5½
30 lb. cases, 1 lb. pkgs	5½

Terms, Net 30 days.
Ontario.

L'ETOILE (STAR) BRAND.
Freight Prepaid.

1 lb. pkg., 25 cases or more	.07½
1 lb. pkg., less than 25 case lots	.07½
5 lb. box, loose, per lb.	.05½
10 lb. box, loose, per lb.	.05½
21 lb., loose, long, per box	1.50

Terms, net 30 days.

WHITE SWAN LYE

Single Cases, 4 doz.	$3 40
3 case lots, 4 doz.	3 30
5 case lots, 4 doz.	3 20

Shipping weight 50 lbs. per case.

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. $ 0.90

List Price.

JELL-O.

Assorted case, contains 2 doz 1 80

Straight.

Lemon, contains 2 doz	1 80
Orange, contains 2 doz	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz.	1 50
Cherry, contains 2 doz	1 80
Peach, contains 2 doz	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz 2 50

Straight.

Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap.
Packed 100 bars to case.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 20
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD., EDWARDSBURG

BRANDS and
BRANTFORD BRANDS

Boxes.	Cents.
Laundry Starches—	
40 lbs., Canada Laundry	.06¼
40 lbs., Boxes Canada white gloss, 1 lb. pkg.	.06¾
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs., No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs No. 1 white	.06¾
200 lbs., bbls., No. 1 white	.06¾
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water) per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch	.06½
(120-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

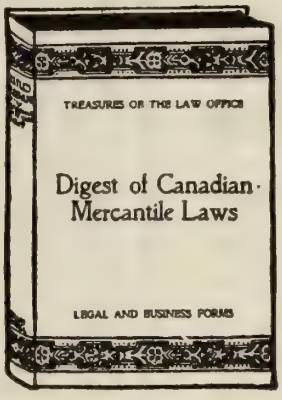
Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.60
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07
Barrels, 200 lbs.	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss—	
1-lb. fancy cartons cases 30 lbs.	.07½
8 in case	.07¾
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08
Kegs extra large crystals, 100 lbs.	.07
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07½
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07½
(20-lb. boxes ¼c higher than 40's.	

A BOOK THAT SAVES MONEY

"Digest of the Mercantile Laws of Canada"

A READY REFERENCE FOR BUSINESS MEN AND THEIR ASSISTANTS. A GUIDE TO THEIR DAILY BUSINESS



IN RENTING A STORE, PROCURING A LOAN OR COLLECTING A DEBT, THIS BOOK WILL SAVE YOU MANY DOLLARS

No work ever published in Canada equals it for business men. A veritable consulting library on this one line so universally needed. Based on Dominion and Provincial Statutes and Court Decisions. Indorsed by barristers, sheriffs, magistrates and conveyancers.

Below appears a few of the questions it answers. These are picked out at random from the book.

If you endorse a cheque which bank cashes, are you liable to the bank for the amount, if the cheque were forged or raised?—173.

(The figures after each question refer to the section in the "Digest" which gives the answer.)

Can Interest written "one per cent. per month" in a note be collected by "legal process?"—See sections 345, 185.

In going security on a note, what is the difference between writing your name on the face of the paper or on the back?—171.

Why is it that a verbal agreement to buy real estate with, say $100 paid down "to bind the bargain," does not bind either seller or buyer?—451.

If a proposition is made to you by letter and you accept it by letter, do you know the exact time when the contract is closed?—39.

How many years does it take a promissory note, a book account, a judgment or a legacy to outlaw in your province?—356, 359, 360, 367.

How long may the drawee legally hold a draft for acceptance?—209.

If a man, in the presence of a witness, makes a verbal agreement to buy a wagon, say for $53, but does not take possession of it, will the sale be binding?—500.

What effect has it on a will if only one person signs it as a witness?—815.

If the wife or husband of a legatee signs the will as a witness, what is the effect?—816.

"A," in paying off a Mortgage, gave mortgagee a marked cheque on which was written: "This cheque is given and received as a full settlement and discharge of Mortgage No.———." Is that a legal discharge?—410.

If a person goes with his hired man to a merchant and says: "Give this man the goods he may need up to," say "$15, and if he does not pay you," say, "within thirty days, I will," will the promise bind him?—110.

If stolen goods are sold to an innocent purchaser for value, can they be taken from him?—513.

How may a person legally add "& Co." to his name, or use any special name other than his own as a firm name, without having a partner?—694.

"B" claims that the Canadian Bills of Ex. Act allows him two days, in addition to the day of presentment, to accept a sight draft, and then three days of grace in which to pay it—six days in all. Is he right?—209, 217.

If you rent a property for a year, the rent payable monthly, and remain on after the year expires, are you a yearly or a monthly tenant?—580, 608.

Can you garnishee a debtor's money deposited in a bank if you know it is there?—885, 295.

Forwarded direct post free on receipt of price.

Keep the book ten days, and if it is not worth the price, return it and get your money back. If remitting by cheque make same payable at par, Toronto. **Eastern Edition, Price, $2.00. Special Western Edition, $2.50.**

To meet the needs of subscribers in New Ontario and the Western Provinces, where land is under the Land Titles System of Registration, an Appendix of 16 pages, containing a synopsis of the Land Titles Acts, has been added to our regular edition, thus constituting a special "Western Edition." Price, $2.50.

Eastern Edition, Price $2.00 **Special Western Edition, $2.50**

THE MACLEAN PUBLISHING CO. LTD.

Montreal Toronto Winnipeg

BOOK DEPARTMENT

143-153 University Ave., TORONTO



The select of the fishermen's catch

The sweet, freshly caught fish are scientifically prepared and packed by the Connor process. All the fresh ocean flavor is fully retained. The deliciousness of *Brunswick Brand* Sea foods are enjoyed by the masses throughout the Dominion.



For quick selling and customer satisfaction there is nothing that surpasses these Brunswick lines:

¼ Oil Sardines,
¾ Mustard Sardines,
Kippered Herring,
Herring in Tomato Sauce,
Finnan Haddies (oval and round tins)
Clams,
Scallops.

Better fill in your stock now and get your share of the profitable summer fish sales.

Connors Bros.
Limited
Black's Harbor, N.B.

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, 50; Chinese Washing Powder, 8 oz., 120 pack., per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, $7.20.

COW BRAND BAKING SODA.

In boxes only.

Packed as follows:	
5c packages (96)	$3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 / ½ lb. 60 } Packages, Mixed.	3 30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85
Barrels, 700 lbs.	3¾
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4¼
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	3 00
5-lb. tins, 1 doz. in case	3 35
10-lb. tins, ½-doz. in case	3 25
20-lb. tins, ¼-doz. in case	3 20

(5, 10 and 20-lb. tins have wire handles.)

CANNED HADDIES
"THISTLE" BRAND.
A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	$5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25: 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.
Gingerbread Brand.
2s, Tins, 2 doz. to case.

Quebec, per case	$1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70

DOMOLCO BRAND.
2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case.	3 55
British Columbia, per case.	2 40

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz. cases, doz.	1 75

H. P.

H. P. Sauce— Per doz.	
Cases of 3 dozen	1 90
H. P. Pickles—	
Cases of 2 doz. pints	3 25
Cases of 3 doz. ¼-pints	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 15

TEAS.

THE SALADA TEA CO.
East of Winnipeg.

	Wholesale.	R't'l.
Brown Label, 1s and ½s	.29	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.35	.45
Red Label, 1s and ½s	.41	.55
Gold Label, ½s	.49	.65
Red-Gold Label, ½s	.55	.80

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's	$2 15
4's	0 35
5's	0 42
7's	0 60
30's, wood	0 08
12-oz. glass jar	1 15
Tumbler, glass	0 95

MARMALADE.

2's, per doz.	$2 30
4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
30's, wood, lb.	0 08¾
12-oz. glass jar, doz.	1 20
Tumbler, glass, doz.	1 00

Prices subject to change without notice.

MINTO BROS., Limited.
Toronto.

We pack in 60 and 100-lb. cases. All delivered prices.

MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or ½s.	0 29	0 35
Green Label, 1s, ½s, ¼s	0 32	0 40
Blue Label, 1s, ½s, ¼s	0 37	0 50
Yellow Label, 1s, ½s, ¼s	0 42	0 60
Purple Label, ¼s only	0 55	0 80
Gold Label, ¼s only.	0 70	1 00

MINTO TEA.

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs.,	1 15

IMPERIAL TOBACCO CO. OF CANADA, LIMITED.
EMPIRE BRANCH.

Black Watch, 7s, ½ butts, 9 lbs., boxes 6 lbs.	$0 53
Bobs, 6s and 12s, 12 and 6 lbs.	0 46
Currency, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 46
Stag Bars, 6s, ½ butts, 12 lbs., boxes 6 lbs.	0 45
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 67
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 67
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 67
Shamrock, plug, 7½s, ½ butts, 12 lbs., boxes 6 lbs.	0 57
Empire, 7s and 14s, caddies 15 lbs., ¼ caddies 6 lbs.	0 52
Great West, pouches, 9s	0 67
Forest and Stream, tins, 11s, 2 lb. cartons	0 89

UNCHANGED!

From Coast to Coast the price on

WETHEY'S

CONDENSED MINCE MEAT

is absolutely unchanged.

THERE HAS BEEN NO ADVANCE.

We have protected the trade and ourselves for some time to come.

J. H. Wethey, Limited

ST. CATHARINES, ONTARIO

NEW CROP FIGS

Finest Eleme Table Figs, Camel Brand, 3, 4, 5, 6 and 7 Crown, 10-lb boxes.

Next shipment will be higher. Order now.

GRAPE FRUIT

Florida or Porto Rico. Quality Extra Fancy. Prices low. Let us send a sample box.

CRANBERRIES

Extra Fancy Cape Cods—Mayflower Brand.

THE HOUSE OF QUALITY

Hugh Walker & Son

Established 1861

Guelph and North Bay

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S.**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

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HALIFAX, NOVA SCOTIA

"Made in Canada"

Brooms of Quality

to introduce our

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Please note the following:

Special Prices

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Fine Polished Colored Handles

No. 1	CANADA,	5	stg.	- - $4.50
" 2	"	4	"	- - 4.00
" 3	"	4	"	- - 3.75

6-doz. Lots and up delivered (Ontario)

Walter Woods & Co.

HAMILTON

Buyers' Guide

Write us for New Price List of

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TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa
On Sale Anywhere.
FRANK L. BENEDICT & CO.
Agents Montreal

"TRENT LOCK"

EGG FILLERS

FOR 30 DOZEN CASES
FOR ONE DOZEN CARTONS
THE TRENT MFG. CO., LTD.
TRENTON, ONTARIO, CANADA

Cabbage Danish Ballhead Best Winter Keeper

For sale by
Lakebourne Farms Limited
Brighton, Ont.

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Direct Railway connection. Car distributing. Write for rates.
Dominion Warehousing Co., Ltd.
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If you are interested in Irish trade.

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Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, New York

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.
143-153 University Ave., Toronto

Mathieu's Nervine Powders



are a simple but effective remedy in all forms of headaches—a remedy which every merchant can recommend as a quick and sure cure.

Try *Mathieu's Nervine Powders* yourself at our expense as per coupon attached, if you don't know them and are a sufferer from headaches.

As a remedy for colds and bronchial troubles Mathieu's Syrup of Tar and Cod Liver Oil has become famous and this sister preparation —Nervine Powders—is rapidly winning its way.

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—
Name .....
With (Name of firm) .....
Street .....
City or town.....Prov.....

HOLLAND RUSK

The common verdict of your customers after they have tried it: "There's only one thing just as good—More." Order a case from your jobber to-day.

HOLLAND RUSK COMPANY
HOLLAND, MICH.



Your card in our MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY pages will keep you in touch with every manufacturer at home and abroad, who is looking for agents to represent him in Canada.

Many of the best British and foreign agencies in Canada have been secured through the cards on these pages.

Talk across Canada for two cents a word

WHAT DO YOU WANT TO BUY OR SELL?

A Show Case, Cheese Cutter, Coffee Mill, a Meat Slicer, a Business? Whatever your wants may be, always use this page. It is only through Canadian Grocer's Condensed Ad. Page that the fullest publicity can be given, because "Canadian Grocer" goes into the hands and is read from cover to cover by every progressive Grocer from the Atlantic to the Pacific.

Try it out.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE INSURE IN THE Hartford. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

AGENCY WANTED FOR VANCOUVER AND District by an A.1. man. What have you got? Write "Agent", 250 Dunsmuir St., Vancouver, B.C. (259)

AGENCIES WANTED FOR OTTAWA CITY —any line. Commission. Box 63, Canadian Grocer, Toronto, Ont.

DO YOU WANT TO SELL OR BUY A business? If so, write Moore Bros., Business Brokers, 802 Lumsden Bldg., Toronto, Ont. (2711)

EVERY MERCHANT WHO SEEKS MAXImum efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

WANTED

WANTED—ENERGETIC MAN TO SECURE subscriptions and renewals to Maclean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Ontario.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

WANTED—A POSITION IN GROCERY AS clerk or manager. Am now manager of Grocery Dept. of Best Grocery Store in the Boundary. Address, C. J. Allen, Greenwood, B.C., Can.

WANTED BY YOUNG MARRIED MAN position as grocery clerk or manager, excellent references. Write Box 62, Canadian Grocer, Toronto. (0)

FOR SALE

GROCERS' COUNTERS AND SHOW CASES at 25% to 50% below regular price to clear stock. Special sale of samples and Exhibition cases from Oct. 1 to 15. All new goods at reduced prices. Call at special sales rooms, 120 Bay St., Toronto, or write for particulars to Jones Bros. Co., Limited, 29-31 Adelaide St. W., Toronto.

GROCERY STORE FOR SALE — EXCELlent proposition. Stock and fixtures about $3,500. Turnover $13,000 to $14,000 yearly. Will sell property with business or rent. Illness reason of selling. Good buy for quick sale. Box 59, Canadian Grocer, Toronto.

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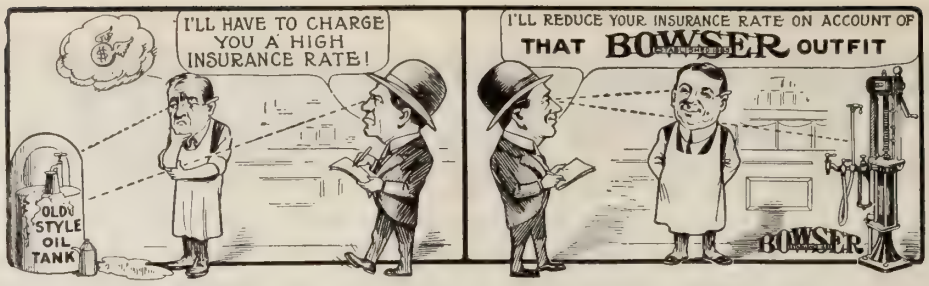
FOR SALE—AN ADVERTISEMENT UNDER this heading would be seen by practically every progressive grocer in the Dominion. This means that it will be read by the very man who is in need of such a coffee mill, cash register, cheese cutter, showcase, etc., that may be standing idle in your store, and which could be turned into money by an outlay of just two cents a word. See our rates above and send your ad. along to-day.

FOR SALE — LIGHT AMBER HONEY IN 60 lb. cans. Apply L. Livesay, Onondaga, Ont.

AGENCIES WANTED

WANTED—AGENCIES FOR CONFECTIONery, biscuits, jams, canned goods and other grocery lines, on commission. R. C. Webber, 79 Merrick St., Hamilton.

The firms who advertise are the firms who invite your patronage, and are most deserving of it. A product that is persistently advertised to the critical dealer is a product that can be relied upon to give the satisfaction desired, for the maker behind that product must have confidence that it will earn your approval; otherwise, he would not dream of holding it up for your and your customer's criticism.



A Justifiable Kick

In a village grocery store where everything may be furnished from a postage stamp to a complete house-keeping outfit, a customer entered the other day and leisurely approached the proprietor.

"Look here, David," he complainingly remarked, "I ain't kickin' none, but ain't there some way that you can kind of separate your grocery business and your post-office business so they won't get mixed so much?"

"There you go complaining again," said the proprietor.

"No hard feelings, David, but the other day I got some postage stamps just after Jake Smith got two gallons of oil and every blamed one of them tasted of kerosene."

A very characteristic incident, but its equal happens many times where kerosene is handled by slip-shod methods. The trouble is, "Mr. Proprietor" does not always know when there is a "justifiable kick—many a good customer goes elsewhere and says nothing.

Not so where a

BOWSER ESTABLISHED 1885

Safe Oil Storage System

is used. Then there are no tainted goods, no dissatisfied customers, no oily hands, floors or clothes. All the oil, odor and all, is in the tank where it belongs until pumped into the customer's can. Bowser outfits do not leak or splash. No lost oil—no lost time—no lost customers. Made in all styles, sizes and prices to meet individual requirements.

We have a book "For Your Store" which would be interesting and valuable to you. Write at once for a copy. No obligation.

S. F. BOWSER & COMPANY, Inc.

66-68 Frazer Avenue, - - Toronto, Ont., Canada

Made by Canadian Workmen and Sold by Canadian Salesmen.
Sales Offices in all Centres and Representatives Everywhere.

Original patentees and manufacturers of standard, self-measuring hand and power driven pumps, large and small tanks, gasolene and oil storage and distributing systems, oil filtering and circulating systems, dry cleaner's systems, etc. Established 1885.

Furnivall's FINE FRUIT PURE JAM

After once using Furnivall's the question of Jam is settled for all time. It becomes with most families merely a matter of asking you for the size and flavor they prefer. With Furnivall's you can be sure of each new order turning into continuous sales. How much will we send you for first order? Write to-day.



Furnivall-New
LIMITED
Hamilton, Ont.

AGENTS: Halifax, B. C. Woodworth. 533 Robie St.; St. John, N.B., W. W. Chase, 79 Paradise Row; Montreal, W. S. Silcock; Ottawa, E. Archdeacon; Toronto, Dunn-Hortop Co.; Fort William, W. F. Elliot; Winnipeg, H. P. Pennock & Co., Ltd.; Edmonton, Alta., Geo. C. Benjamin, 629 Fourth St.

Advertising

Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service." — Elbert Hubbard.

THEDFORD BRAND
" QUALITY APPLES "
in Standard Boxes—Wrapped

Graded and packed by experts in our own packing house. Our very low prices this year place this most excellent brand of boxed fruit within the reach of the most modest purse.

All standard winter varieties. Grown in the famous Lambton fruit belt.

Stock our boxed apples this year and guarantee your customers no waste on their winter apples.

Pleased to quote you on any assortment or quantity.

Our prices will surprise you.

Thedford Fruit GrowersAssn.(Inc.)
THEDFORD, ONT.

KINDLY MENTION THIS PAPER WHEN WRITING ADVERTISERS

Apples

We will pack

10,000

barrels

of the celebrated Georgian Bay Apples this Fall. Place your orders early.

LEMON BROS.
Owen Sound, Ontario

Don't forget

"Aurora"

The best brand of

Valencias

J. J. McCabe
AGENT
TORONTO, ONT.

Would you like a

UNIVERSITY EDUCATION?

Scattered up and down this great country of ours there are a number of young men who have the ambition to **make good** in every sense of the word, to whom a University training would act as a spur to greater success. If you are one of these ambitious, go-a head young men, we offer you the opportunity to realize your ambition.

Our proposition has already helped many, let it help you. The work is pleasant and healthful, besides the training we give you in salesmanship will always be of great service to you in whatever work you finally engage in.

In every city and town in the Dominion there are many business men and private residents who would appreciate your interest in bringing

MACLEAN'S MAGAZINE

to their notice. It is **the** Magazine of Canada and is winning its way into the confidence of every Canadian reader of high-class matter.

A liberal commission is allowed on all subscriptions, and the spending of a few hours a week will easily enable you to realize your ambition and enter the University next fall.

If you are interested, write us at once and we will forward full particulars.

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143 University Avenue Toronto, Ont.

40,000 Cases Dried Fruits

IN STOCK AND TO ARRIVE.

In this offer we combine:

Quality **Delivery** **Right Prices**

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CURRANTS Cases of 36 and 56 1-lb. pkgs.
Boxes of 25, 50 and 80 lbs.

We recommend and guarantee **"VICTORIA"** Brand.

CALIFORNIA Seeded: In cases of 36 1-lb. pkgs., or 50 12-oz. pkgs.
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3 and 4 crs. Layers: Boxes of 50 lbs.

VALENCIA 4 crs. Layers, boxes of 28 lbs.
Selected, boxes of 7. 14 and 28 lbs.
F. O. S., boxes of 28 lbs.

MALAGA TABLE **Bundles,** cases of 20 1s lb.
Loose, boxes of 5½ and 22 lbs.

SULTANA **Choice,** boxes of 28 lbs.
Fancy, cases of 1s packages.
Bleached, cases of 50 1s pkgs.

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CALIFORNIA Boxes of 25 lbs.
OREGON All sizes, 30-40 to 90-100.

EVAPORATED FRUITS

Apples, Pears, Apricots and Peaches,
Boxes of 25 and 50 lbs.

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Whole—Lemon, Orange, Citron, in 7-lb. boxes.
Cut—Lemon, Orange, Citron and Mixed, in ½ and 1-lb. pkgs.

DATES

Cases of 100 5-oz., and 30 1-lb. pkgs. Natural, 50 lbs., bags.

FIGS, "CAMEL" Brand

"Layer," 4, 6, 7 crs., boxes of 10 lbs. "Umbrella," 9 crs., boxes of 10 lbs.
"Globe Box," 16 oz. "Square Box," 6 oz.
"Camel Natural," 60 lbs., bags

Do not order without having previously received our quotations.

PHONE OR WIRE AT OUR EXPENSE.

LAPORTE, MARTIN, LIMITÉE

568 St. Paul St. Tel. Main 3766 **Montreal**

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143-153 University Ave , TORONTO

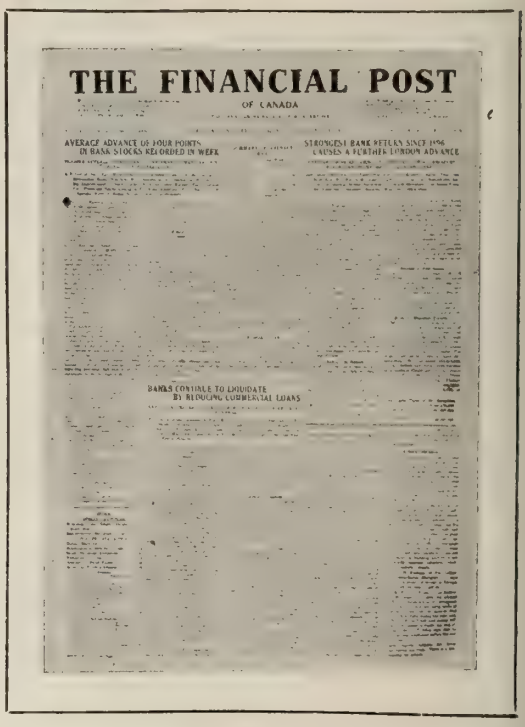
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THE FINANCIAL POST
OF CANADA

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BANKS CONTINUE TO LIQUIDATE BY REDUCING COMMERCIAL LOANS

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143-153 University Ave., Toronto

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Street or
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C. G.

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of Canada

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Sign ← **the attached Coupon and return**

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Remind the Men

that you handle their favorite tobaccos — "TUCKETT'S ORINOCO," "T & B Myrtle Cut" and Tuckett's "Our Seal." With these three lines in your tobacco case you will please the majority of the men in your town and get them coming to your store. Remind the men by keeping your stock prominently displayed.

Your Wholesaler Carries Tuckett's.



Tuckett's Orinoco



Tucketts Limited
Hamilton, Ont.



In all Households they use—

ZEBRA

7 o'clock. Look in at the window of a well-appointed home at 7 o'clock in the morning and you will find ZEBRA installed there.

ZEBRA polishes the stove so easily, and the stove looks so nice and keeps so nice where ZEBRA is used. There are five compelling reasons why *you* should stock ZEBRA——

1. Customers know what they are buying.
2. It sells quickly.
3. The name ZEBRA stands for quality.
4. They come back with repeat orders.
5. You make more sales.

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"Apples made the filling, but FIVE ROSES made the crust"



Good morning! Have you eaten your apple, Brother Grocer?

Everybody's doing it—it's patriotic—it's fashionable—it's businesslike.

This is YOUR opportunity. Now's the time for the apple pie trade, apple puddings, apple sauce cake, *"National Fruit"* dumplings. Apples and Flour, Apples and *FIVE ROSES!*

The choicest pages of the FIVE ROSES Cook Book give all the delightful details.

Sell FIVE ROSES flour, Brother Grocer. Don't let your customers spoil good apples with a poor pie crust made from poor flour.

FIVE ROSES FLOUR

Sir George E. Foster's "finest in the world" deserves a better fate—the finest crust to wrap its toothsome lusciousness.

More pies than ever before will be *swiped* if you sell FIVE ROSES—the kind that made mother famous.

More apples eaten where FIVE ROSES is sold.

Think of a million apple pies, cakes, dumplings — think of your responsibility, Brother Grocer! The filling is only half the pie—the FIVE ROSES crust is the thing, the dainty brown jacket that dresses the juicy pippins so becomingly! Sell apples. Be patriotic.

Sell FIVE ROSES. *Be WISE!*

LAKE OF THE WOODS MILLING CO., LIMITED
MONTREAL. DAILY CAPACITY 13,200 BBLS.

Sell a Barrel of Apples——Sell a Barrel of ROSES

CANADIAN GROCER

Annual Fall Sales Number

OCTOBER 30th, 1914

Vol. 28 PUBLICATION OFFICE, TORONTO No. 44



MADE-IN-CANADA



There's an addition to the Sterling BRAND family of high-grade PICKLES

A new and important member has joined the Sterling household which will doubtless be as popular as any of the other Sterling lines.

This new member is the high-grade bulk line, put up in 10-gallon Polished Oak Kegs — the finest grade of pickles ever offered in Canada.

This new line is composed of the choicest and most uniform cucumbers and onions and the finest cauliflowers, first quality vinegar and spices.

High-Grade Sour Mixed, High-Grade Sweet Mixed, Sweet Gherkins (Uniformly Sized), and Sour Gherkins (Uniformly Sized).

Don't overlook this Canadian-made line, put up by Canadian people.

PUT UP IN TEN-GALLON POLISHED OAK KEGS

Let us send you a trial shipment. Write for prices.

The T. A. Lytle Co., Limited

STERLING ROAD, TORONTO



Recognized

instantly by the famous red, white and blue checker-board box that immediately calls to mind innumerable delicious creations.

Preferred

for over seventy years for its quality, its purity, its wonderful possibilities for making appetizing and delicious desserts, savories, salads, creams, jellies, cold meats and attractive garnishes.

Acknowledged

by thousands of grocers as an every-day commodity of universal demand that makes sales easy, draws new and desirable trade, builds up increasing profits.

COX'S
Instant Powdered
GELATINE

Write for

Cox's New Manual of Gelatine Cookery

It is full of good things. Nearly 200 easily prepared recipes—something new for every day, almost every meal. Compiled by the well-known head of the Philadelphia School of Cookery—Miss Marion Harris Neil.

With this book and Cox's Gelatine, you can make many delightful treats you thought were only possible to a French chef.

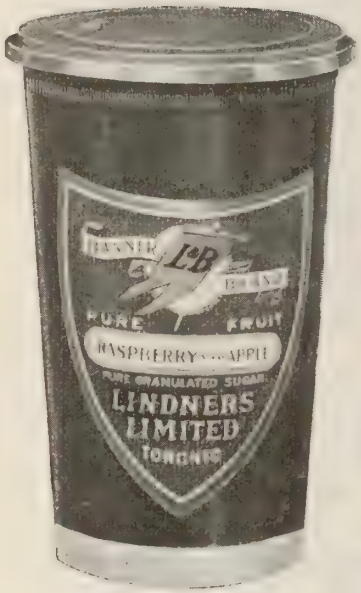
ARTHUR P. TIPPET & CO.

AGENTS ∴ MONTREAL

"MADE IN CANADA"

Canadians must eat, that's certain

but many, of necessity, will economize



It is just as certain that your customers are going to buy more Jam this Winter. Butter will be dear and Jams are cheap. Naturally they will buy Jam. It goes further and is most palatable.

Banner Brand Jams Jellies, Marmalades

Combine the purity of goods, economy of price and usefulness of container. They are made from the finest fruits procurable, to which is added pure, fresh apple jelly and cane sugar. The flavor has a tease that brings repeat orders, and gives you a satisfied customer.

Banner Brand jams, jellies and marmalades are absolutely pure, containing no foreign substance—nothing but pure, fresh, ripe fruits and sugar.

BANNER L&B BRAND

Banner Brand products are put up in various sizes of packages. The new vacuum cap tumbler—the popular and original Lindner package—and the new 4-lb. pail are winners which appeal to the housewife for their handiness and usefulness when empty.



Lindners Limited

WINNIPEG
306 Ross Ave.

TORONTO
340 Dufferin St.

REPRESENTATIVES:
H. Whissell, 2928 Drolet St., Montreal; H. D. Marshall, Ottawa, Ont.; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Ltd., Calgary; R. S. McIndoe, Toronto.

BY CANADIAN WORKMEN

"MADE IN CANADA"

Rally 'round the L. & B. Banner

Help your customers to battle the attacking forces of the high cost of living

Your customers have not "put down" the usual amount of fruit this year owing to the high cost of sugar. This gives you a bigger market than ever. There's an ever increasing demand for



Banner Brand Jams Jellies, Marmalades

Fortunately the excellent small fruit crop this year puts us in a position to meet this demand, although we are compelled to run night and day. We are putting out now the best Jams, Jellies and Marmalades we ever put out. Everything is being done to assist you to make sales. We supply you with attractive window cards that are real salesmen.



Now is the time to put in a window display. It will increase your sales. Did you read what W. R. MacDonald said on page 53 of the Oct. 9th issue of Canadian Grocer? Get a display in your store now. Get right after the Fall and Xmas trade. Get the lion's share of this business by hustling early and late.

Just write our Service Department to-day for plans or arrangements for effective window displays, window cards and posters.

BANNER L&B BRAND

Lindners Limited

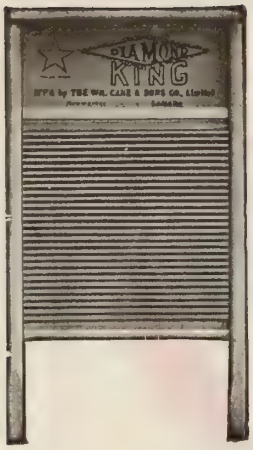
WINNIPEG
306 Ross Ave.

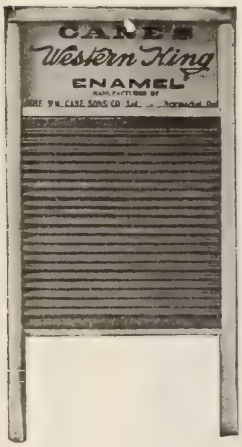
TORONTO
340 Dufferin St.

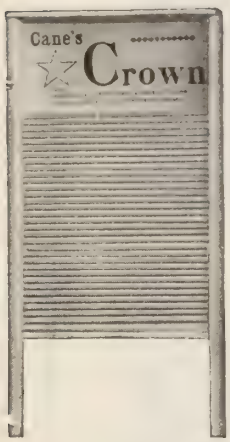
REPRESENTATIVES:
H. Whissell, 2928 Drolet St., Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacksons Ltd., Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto.

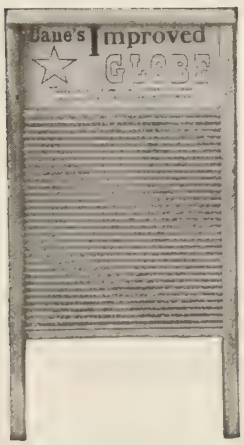
BY CANADIAN WORKMEN

"Made in Canada"









How Will You Meet This Big Demand?

PRESENT conditions have made carefulness compulsory. But Canadian housewives will meet these conditions with quiet resolve to eliminate all unnecessary expenditure. The ease and convenience of sending out the washing and buying cakes and confectionery will be quickly curtailed. These duties will now be performed in the home. And there is at present an unexampled demand for Wash Boards, Tubs, Pails, Mops, Bake Boards, etc. Farseeing grocers, with a nose for good profits, are stocking up with all the paraphernalia incident to wash-day and bake-day. But how will **you** meet this enormous demand? Will you wait until this trade is diverted into more progressive stores? Or will you get these goods on display in your store NOW?

Let Cane's Reputation Win You Good Profits

Housewives will be unusually selective in purchasing these necessities. Proven durability and long service will be their points of judgment. Cane's reputation for dependability, for strength, for acknowledged supremacy will bring you easy sales, good profits and customer satisfaction. You'll find it requires no effort to sell the Cane Line, for "Cane's" has been a household word in Canadian homes for over twenty-five years.

Our unconditional guarantee protects both you and your customer from any possible defect. If any goods in the Cane Line prove unsatisfactory in any degree, we stand back of you to replace it without charge or refund the amount.

Wouldn't you like to get the most out of the present enormous demand for wash-day and bake-day woodenware? Wouldn't you like to meet this demand with goods whose long service, whose wear-and-tear resisting qualities, whose **dependability** you can recommend with full confidence? Then why not get the Cane Line on display in your store NOW? Our beautiful catalogue, illustrated in colors, will show you the complete line and prove handy for ready reference. Ask us to send you your copy without obligation. Write us **to-day.**

The WM. CANE & SONS COMPANY, Limited

Newmarket, Ont.

Our Washboards are made from British Glass, Belgian Zinc, Canadian Wood, by Canadian Labor





"Made in Canada"

A Few of the Cane Lines You Will Find Quick Sellers

THE Cane Line is so varied and broad in its scope you'll find it an easy matter to pick out just the right style, size and price to suit varied tastes and requirements. Cane's Wash Boards, under the different well-known brands, come in glass, enamel, zinc or brass, to suit either a varied or specific trade. "Cane's Ware" Tubs are made from specially selected pine, bound together with hoops of steel and stapled to the tubs—thus precluding all possibility of coming apart. The "Cane" Bake Boards, Pails, Clothes Pins, etc., you'll find of the same good quality and careful workmanship that characterizes all of the "Cane's Ware." Why trifle with your customers? Why take chances on missing your share of the woodenware trade?

Get the Cane Line on Display in Your Store NOW

Just think of the large community out there like a network around your store. Looking to **you** to get them all manner of household woodenware. Depending on **you** to give them good, honest quality. Whose wagging tongue to praise is an undeniable influence in the community. Whose entire satisfaction means more and continued custom.

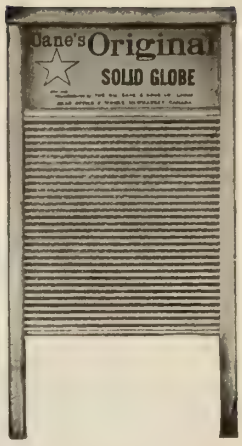
Think of the "Cane" quality, that stands for the "Highest" in woodenware. Think of the "Cane" reputation, extending over twenty-five years of acknowledged supremacy. Think of the "Cane" guarantee that protects both you and your customer absolutely. Get the **most** there is in the woodenware trade. Make sure of the easiest and largest profits. Clinch the continued satisfaction of your customers by getting the Cane Line on display in your store.

Send for the beautiful catalogue illustrated in colors, which fully describes the Cane Lines and will help you select just the right lines to suit your particular trade. Your copy only awaits your request for it, and will be sent free of charge and without obligation. Write for it **to-day**—sure.

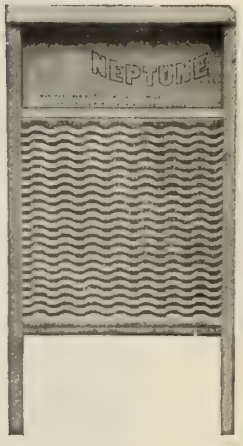
The WM. CANE & SONS COMPANY, Limited

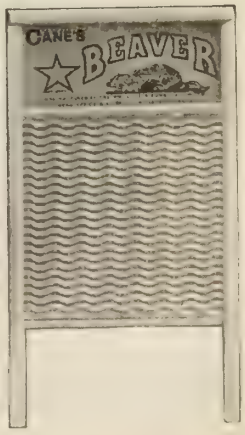
Newmarket, Ont.

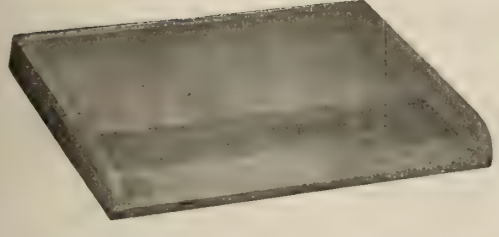
Our Washboards are made from British Glass, Belgian Zinc, Canadian Wood, by Canadian Labor













For convenient handling and larger profit, sell Canned Fish—









Brunswick Brand

In all seasons you will find a ready demand for Connors Bros.' Fish Goods. They are as easy to handle in Summer as in Winter, and with each sale comes a good profit for the dealer.

Located, as we are, right on the coast of the Atlantic—we get the choice of the fishermen's catch.

Our plant is modern in every way, strictly sanitary and is operated under ideal conditions.

Brunswick Brand Fish Foods have a coast to coast reputation, both with the consuming public and the retail trade—a reputation for honest stock well packed, and at a fair price with a good profit for the retailer.

Look over your stock, Mr. Grocer, and see what "Connors" lines you are short. Then order, of the following list: ¼ Oil Sardines, ¾ Mustard Sardines, Kippered Herring, Herring in Tomato Sauce, Finnan Haddies (oval and round tins), Clams, Scallops.

Connors Bros., Limited

Black's Harbor, N.B.

SIMCOE BAKED BEANS

with tomato sauce



—the most economical food for Canadians

It takes the place of meat

To-day the password into the Canadian home is "economy," and anything that you can offer your patrons, rich or poor, that will lighten the present high cost of living is going to meet with public favor.

SIMCOE BAKED BEANS is not only economical from the standpoint of dollars and cents, but it is a wholesome substitute for high-priced meats.

This is your opportunity to increase your revenue by pushing SIMCOE BAKED BEANS (put up in all styles with or without pork).

Keep this popular brand right to the fore in your counter and window displays.



Dominion Canners, Limited

HAMILTON, CANADA



Robinson's "Patent" Barley Gets the Credit For the Health of This Family of Eleven

You cannot go wrong in carrying a stock of Robinson's "Patent" Barley and Robinson's "Patent" Groats. Order them from the wholesale Grocery or Drug Trade.

MAGOR, SON & CO., LIMITED

403 ST. PAUL St., MONTREAL 30 CHURCH ST., TORONTO

AGENTS FOR THE DOMINION OF CANADA

Read What This Mother Says:

"I am the mother of eleven children, and have brought them all up on Robinson's "Patent" Barley, since they were a fortnight old; they were all fine, healthy babies. My baby is now just seven weeks old, and improves daily. A friend of mine had a very delicate baby which was gradually wasting away, and she tried several kinds of food, and when I saw her I recommended her the 'Patent' Barley, and it is almost wonderful how the child has improved since taking it. I have recommended it to several people, as I think it is a splendid food for babies, and I advise every mother that has to bring up her baby by hand to use Robinson's 'Patent' Barley, as it is unequalled."

Mrs. A. C. GOODALL,
12 Mount Ash Road,
Sydenham Hill, S.E.,
London, England.

The Grocer and "Made in Canada"



"Made in Canada" is not mere talk.

The "Made in Canada" Movement has a definite object — Canadian business for Canadians.

Get your share of the business this "Made in Canada" Campaign is sending to Grocery Stores.

You will surely be asked for CROWN BRAND CORN SYRUP —a pure food that is Made in Canada and well advertised.

CROWN BRAND CORN SYRUP

makes many delicious desserts and is much favored because of its low cost.

Stock it—Push it—Sell it.

The Canada Starch Company, Limited

Makers of the Famous Edwardsburg Brands

Benson's Prepared Corn, Silver Gloss Starch, Lily White Syrup, Etc.

Montreal, Cardinal
Toronto, Brantford
Fort William, Vancouver

Fruit dealers, any of them, will tell you that there was very little fruit put down by the housewife this year in comparison with last.

This means that the shortage will have to be supplied by you and with a brand that will live up to the housewife's ideas as to quality and purity.

As a result of our extensive consumer-advertising, your patrons know of the famous E.D.S. Jams and of their truly superior qualities.

They're made in Canada from Canada's finest fruits and with Canadian labor. There is little or no advance in E.D.S. prices. *Order your stock now*



E. D. SMITH & SON, LIMITED

WINONA, ONTARIO

AGENTS:

Newton A. Hill, Toronto; W. H. Dunn, Montreal; Mason & Hickey, Winnipeg; R. B. Colwell, Halifax, N.S.; A. P. Armstrong, Sydney, N.S.



"So Mason & Co. are coming back to us"

"How did you come to get them back?"
"They opened up a case of biscuits from the 'Regal' people when I was there and five out of six of the boxes had the glass fronts broken and the biscuits were all smashed up; the case must have had a good jolt, for the whole end was split. I at once pointed out to them the advisability of giving us their business and having their goods sent in T & N Cellular Freight Boxes, which we guaranteed to deliver their biscuits in first-class shape. They fell for the idea, and I have no doubt we can hold them, for it was a damaged shipment that lost them in the first place."

Mr. Grocer, insist on having your perishable goods shipped in T & N Corrugated and Cellular Freight and Express Boxes.

The Thompson & Norris Co. *of* Canada, Limited

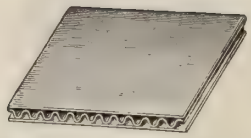
NIAGARA FALLS, Ont.

Brooklyn, N.Y. Boston, Mass. Brookville, Ind.
London, Eng. Jülich, Germany

The THOMPSON & NORRIS Co. of Canada, Limited, Niagara Falls, Ont.
Send particulars.

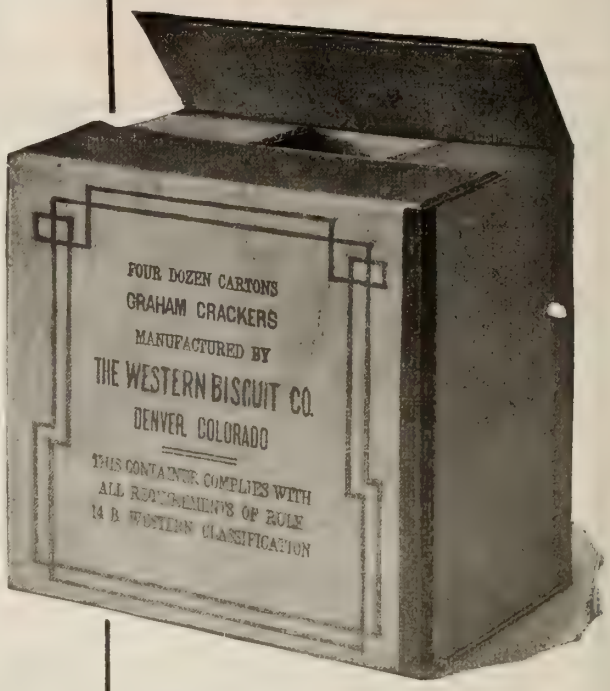
Name .....

C.G. Address .....



Cellular Board double-faced corrugated. Made by T. & N. special process.

T. & N. Cellular Board Freight Boxes ensure the delivery of goods in A. 1. shape.



They're made to suit every requirement

Prepared in COPPER KETTLES



Boiled in SILVER PANS

Packed in GOLD-LINED PAILS and GLASS

Protectors of Canada's Health and Liberty——

Wagstaffe's Jam Purity Britain's Power

A soldier fights on his stomach. This is the reason the Dominion Government has supplied her soldiers, who have gone to fight for Canada and the Empire, with the purest and most nourishing of pure fruit Jams—*WAGSTAFFE'S.*

Wagstaffes Limited

PURE FRUIT PRESERVERS

Hamilton - - - Canada

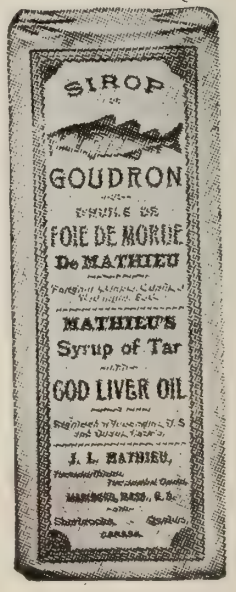




Two lines that have a steady winter call

Specialties from the J. L. Mathieu Co.'s laboratories at Sherbrooke, Que.

MATHIEU'S SYRUP
of Tar and Cod Liver Oil



No grocery store should be without this famous and dependable cure for La Grippe, Pneumonia, Colds and Coughs. Don't hesitate to put in a supply and to recommend it to your best customers. It has a record hard to beat.

Mathieu's Nervine Powders

The "magic wand" that quickly cures headaches, nerve pains, neuralgia, etc., without the use of opium, morphine, chloral or any other dangerous narcotic or poison. It's the safe family remedy for common ailments. It relieves insomnia and gives refreshing, restful sleep.

Stock up now—If you have never sold these remedies, send for a trial order to-day.

J.L.Mathieu & Co., Proprietors, Sherbrooke, Que.

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL



There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St. PHILA., PA

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

"SOVEREIGN" SALMON



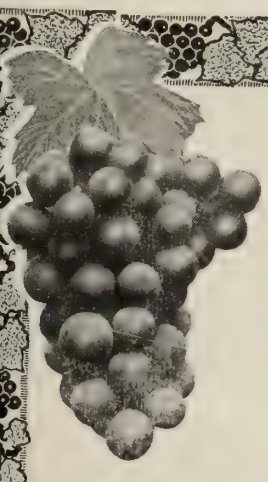
FINEST BRITISH COLUMBIA SOCKEYE

QUALITY IS OUR FIRST CONSIDERATION

PACKED BY

THE ANGLO BRITISH COLUMBIA PACKING CO. LIMITED

VANCOUVER, B.C.



Canadian Grown Grapes Processed in Canada
The Juice of the Finest Grapes Grown in Canada

will soon be sold under the famous Welch Grape Juice label. Our new St. Catharines plant is now in operation and the storage cellars are filled with the juice of the choicest Concord Grapes.

Welch's

Grape Juice

has become so popular in the Dominion through our extensive consumer advertising campaign, backed by the superior quality of the grape juice itself that a Canadian plant became necessary to keep pace with the growing demand.

The Welch process of selecting only the choicest Concords, pressing, sterilizing, and hermetically sealing the juice at the time of highest perfection ensures unfailing purity, uniform high quality, delicious flavor, and rich aroma.

Write us for our dealers' helps, store advertising material, etc.



The Welch Grape Juice Company
WESTFIELD, N.Y.

"Fretz" Brand
PURE JAMS



THE SPACIOUS AND CLEANLY FACTORY AT HAMILTON

One of Canada's sources of supply that will make up for the import deficiency

The cutting off of a very large portion of the $700,000 worth of imported jams, etc., means that Canadian preservers must supply this deficiency as well as the deficiency in the home production resultant on the high price of sugar. We have got to run night and day now to supply this demand.

Fretz Brand jams are as fine as the finest. They are made from freshly picked, sun-ripened fruits, canned right, no fillers or coloring, absolutely pure. No left-overs from last year. They are put up under the most rigid, sanitary conditions that ensure absolute cleanliness.

Orders placed now will receive prompt attention.

Fretz goods are "Made in Canada." We employ only Canadian labor.

Fretz, Limited
HAMILTON, CAN.

AMOS B. GORDON CO.
Toronto
General Sales Agents

A. A. ADAMS
Hamilton
Agent for Hamilton

H. GODARD, Montreal

Multiply the flavor *of* freshly-picked fruits *of* finest quality by speedy and sanitary handling with automatic machinery and add proper proportions *of* best grade *of* other ingredients

the result—

FRETZ and ROSE BRANDS

Jams and Catsups



Our factory is situated right in the heart of well-cultivated orchards and is equipped so well that handling of the fruit is scarcely necessary at any time from the moment it leaves the hands of the pickers until it is ready for the table. This means absolute purity. It means products with the true, fresh picked flavor and the continued satisfaction of your most critical customers.

With the best possible shipping facilities along with prompt action and careful attention the Fretz service is without a peer. The increasing demand for jams, etc., must even now be apparent, so why not place your order right away and entrench yourself behind a strong money-making line? We can give you the grade that will suit all classes of trade.



Write for prices.



Push Made-in-Canada Goods.



FRETZ LIMITED

Hamilton, Ont.

Amos B. Gordon Co.
Toronto, Ontario
General Sales Agents



The BIGGEST VALUE In Chocolates Ever Offered

HERE is a set that costs you $21.00 net, delivered, and sells for $30.00, making you a profit of $9.00, and by using our Unique Selling Plan, which we furnish free with each set, the whole lot can be sold in a surprisingly short time.

Some of our customers using these sets tell us that they have SOLD OUT THE ENTIRE LOT IN ONE EVENING.

Our object is to supply you with goods so reliable and of such exceptional value that both you and we will receive a large repeat business.

Our Selling Plan will make the goods go so fast that you will hardly have time to gather in the dimes. The wonderful value and quality of the goods in this set will ensure complete satisfaction on the part of your customers.

The SET OF CHOCOLATES comprises the following handsome and daintily-packed boxes:

1 Special Japanese Lacquered Box, with Lock and Key.
3 2-lb. Fancy Boxes, Glove and Handkerchief shape.
14 1-lb. Boxes.
15 ½-lb. Boxes.
43 15c. Boxes.
224 10c. Boxes. Being 300 Boxes in all.

The Selling Plan is so arranged that each customer pays only 10c., whether it is a 10c. value or a $2.00 value.

ORDER A SET AND SEE HOW FAST GOOD CHOCOLATE CAN BE SOLD

SUGARS & CANNERS, Limited
MONTREAL

Please ship, freight prepaid, 1 Set and Unique Selling Plan as advertised in "Canadian Grocer," October 22, 1914, **$21.00** net.

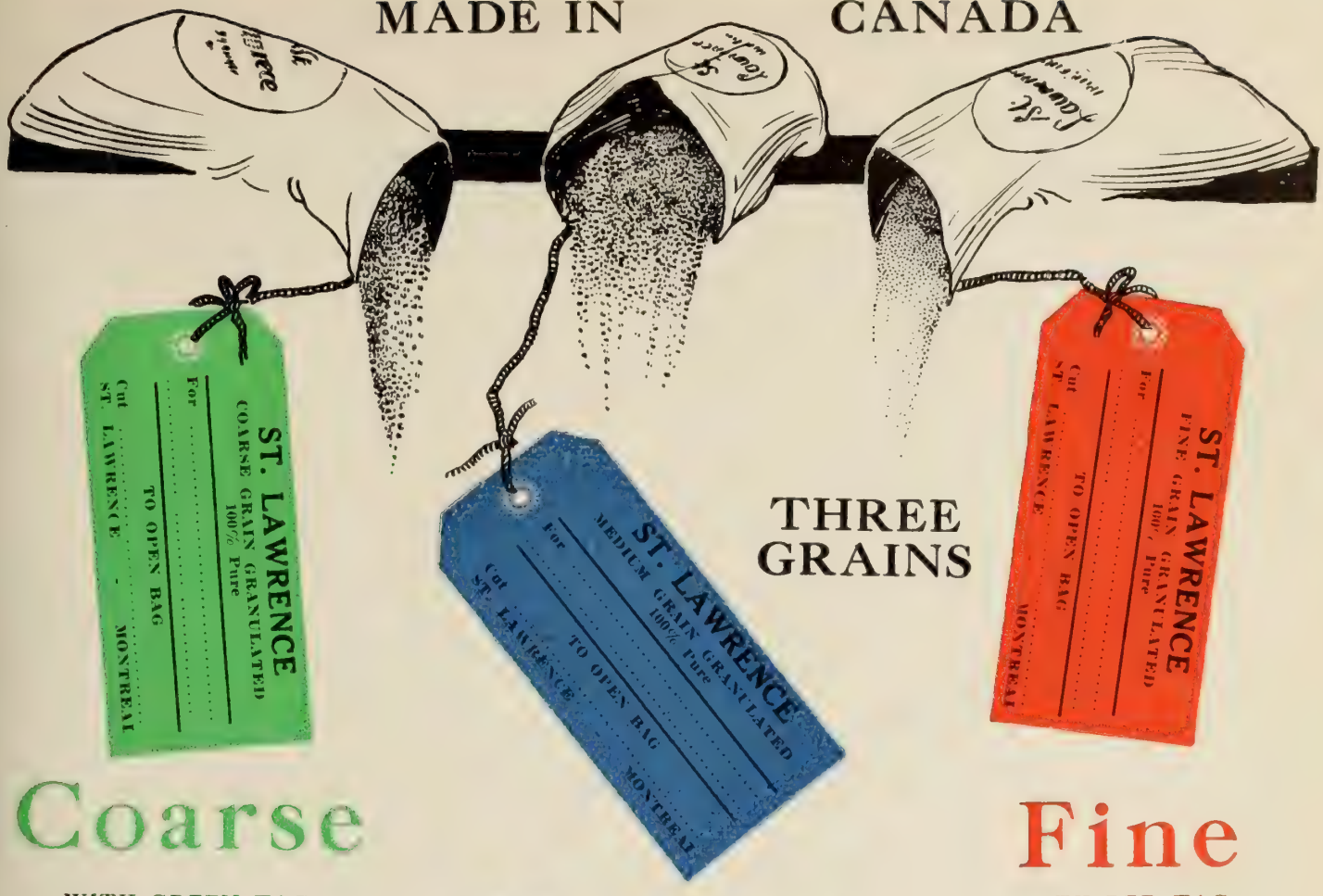
Name .....

Address .....

.....

SUGARS & CANNERS, Limited
MONTREAL

MADE IN CANADA



THREE GRAINS

Coarse

WITH GREEN TAG

Medium

WITH BLUE TAG

Fine

WITH RED TAG

All tastes or requirements do not call for the same grain of sugar, so why not carry what your customers prefer? Three distinct sized grains—Coarse, medium and fine. "St. Lawrence" Granulated—Canadian Standard of Quality.

Specialize on the grain your customers prefer—it costs no more.

St. Lawrence

PURE CANE

Extra Granulated Sugar

Mason & Hickey

Manufacturers' Agents

Head Office - - WINNIPEG, MAN.

BRANCHES

Regina Saskatoon Calgary Edmonton

Representing the following:—

THE BORDEN MILK CO., Montreal ..... Evaporated and Condensed Milk
CANADA STARCH CO., Montreal, Brantford and Fort William ..... Starch, Syrup and Glucose
GRIFFIN & SKELLEY, San Francisco ..... Dried Fruits and Canned Goods
E. D. SMITH & SON, Winona ..... Jams, Jellies & Marmalade
PROCTER & GAMBLE, Cincinnati ..... Crisco and Ivory Soap, Pearline and Sopade
J. H. WETHEY, LTD., St. Catharines ..... Mince Meat
INGERSOLL PACKING CO., Ingersoll .... Cheese and Smoked Meats
GORMAN, ECKERT & CO., London ..... Olives, Spices and Extracts
THE DOMINION SUGAR CO., Wallaceburg. Sugar
FOSTER & HOLTERMANN, Brantford .... Honey
HARPER-PRESNAIL CIGAR CO., Hamilton Cigars
CRESCENT MFG. CO., Seattle ..... Mapleine
MAPLES, LTD., Toronto ..... Maple Syrup and Maple Butter
GEO. T. MICKLE, Ridgetown ..... Beans
WILLIAM H. DUNN, Montreal ..... Pyramid Fly Catchers
NICHOLSON & BROCK, Toronto ..... Bird Seed and Bird Gravel
NATIONAL LICORICE CO., Montreal .... Licorice and Gums
W. A. TAYLOR & CO., Winnipeg ..... Horse Radish and Relishes
WM. ROGERS & CO., Denia, Spain ..... Valencia Raisins
ROBIN HOOD MILLS, LTD., Moose Jaw .. Cereals and Flour
THORNTON & CO., Malaga ..... Blue Fruits and Almonds
WM. MEYER & CO., Patras ..... Currants
MANFORD SCHIER, Dunnville ..... Evaporated Apples
SLEEPY EYE MILLING CO. ..... Koffio
DESEGAULX & CO., Bordeaux, France ..... French Goods

British Jam stands pre-eminent, but the Best British Jam is

DUERR'S JAM

"The Pure Jam with the Fresh Fruit Flavour"

In the London trade paper "The Grocer," we twice published a £250 Challenge that our Jams "will surpass in excellence of quality and flavour any Jams made by any other firm in the United Kingdom."

No one took it up.

Every expert knows the unrivalled quality of Duerr's Jam. It is Britain's Best.

Stocks held by:—

A. & W. Smith & Co., Halifax, N.S.
A. & W. Smith & Co., Sydney, C.B.
Percy B. Evans, St. John, N.B.
Watson & Truesdale, Winnipeg, Man.
A. Macdonald Co., Saskatoon, Sask.
Louis Petrie, Ltd., Calgary, Alta.
Revillon Wholesale Co., Ltd, Edmonton, Alta.
Leeson, Dickie, Gross & Co., Ltd., Vancouver, B.C.

Also by Sole Canadian Agents:—
The MacLaren Imperial Cheese Co., Ltd., Toronto

F. DUERR & SONS

FIRST BRITISH VACUUM JAM FACTORY

Manchester, England

Will You Let Your Wife Test Shirriff's True Vanilla if We Send You a Bottle Free?

Send for your bottle to-day, without obligation. Let her try it for flavoring cakes, puddings, sauces, ices — or anything with which she wishes to secure an unusually rich and pleasing flavor.

Shirriff's

True Vanilla



is 50% above Government Standard

Consequently only a trifling amount is required to flavor a cake or pudding.
Surely these are points of vital concern to your customers? Surely these are points that will help you win customer satisfaction and large and continued sales? If you want to make sure Shirriff's is the best extract for your customers and your sales, just send for your free bottle and let your wife try this famous flavor on her next cooking. You could let it rest safely with her opinion, couldn't you? Write for your bottle to-day.

Imperial Extract Co.

Steiner and Matilda Streets
Toronto

Economy Demands

goods that meet a large and continual need, that cut down your selling cost, that will not spoil on your shelves, that reduce your overhead expense. The convenience and saving of

Borden's

Condensed Milk, Coffee and Cocoa is deeply rooted in the minds of prudent housewives. Other grocers are making easy and extensive profits with the Borden Brands and find they help to promote economy in the conduct of their stores. If economy and good profits are factors in the conduct of **your** store, why not get the Borden Brands on display NOW? Your trial order of a few cases is ready to ship. Write us **to-day** how many.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Building
Vancouver, B.C.



Established 1890

Wm. H. Dunn Limited

BROKERS AND SELLING SPECIALISTS

396 St. Paul Street, - Montreal

24 years at the same address.

WHAT better references as to our reliability and capacity for marketing your goods than the following list of manufacturers whose goods we have successfully handled in Canada, many for nearly twenty-five years:

With the Canadian market growing naturally in importance, and with the extremely bright outlook for the near future of this wealthy Dominion as a result of the European war, you should not hesitate to get your line on the Canadian market.

Borden's Condensed Milk	**John Gray's** Peels and Confectionery
Borden's Malted Milk	**National Licorice Co.'s** Licorice and Gum
Bensdorp's Royal Dutch Cocoa	**Knox's** Sparkling Gelatine
Carr's English Biscuits	**Roger's** Valencia Raisins
E. D. Smith's Jams and Preserves	**Thornton** Malaga Raisins
Pure Gold Jellies, Spices, etc.	**Cottam's** Bird Seed
Melrose's Famous Teas	**Babbitt's** "1776" Soap Powder
Edwards' Desiccated Soups	**Royal Crown** Toilet Soaps
Postum Cereal Foods, etc.	**Pyramid** Fly Catchers

Consult Dun's, Bradstreet's, any Bank or any of our clients in reference to our standing. Get in touch with us and learn the truth about our facilities for handling your goods.

Wm. H. Dunn Limited

Associated with

Dunn-Hortop, Limited, Board of Trade Building, Toronto.

Selling Representatives for

BORDEN MILK CO., LIMITED

Nearly 50% of the Canadian Pack is Put Up in Essex County

"Essex Brand" Canned Fruits and Vegetables, for a live selling line, cannot be beaten.

Situated as we are, right in the most fertile fruit and vegetable belt of Canada, our pack is enormous and our prices are right.

"Essex Brand" Corn, Tomatoes and Pumpkins are always rapid sellers.

Mail a trial order to-day and get our prices.

Essex Canning & Preserving Co., Limited

ESSEX, ONTARIO



LOOK

Some of your best customers are going to buy either or both Richards Pure or Quick-Naptha somewhere as a result of our extensive advertising campaign.

You can't afford to be without at least a case of both.

Order to-day through your wholesaler.

Stuart, Limited

Canada's Quality Preservers

JAMS JELLIES MARMALADES

¶ Our second year pack has been a most successful one. The added facilities of our new factory have done much in helping us keep our service up to the high standard set and keeping our cost of production down to the minimum.

The result is a big "Stuart" line of truly fine Jams, Jellies and Marmalades at prices that are below the superior quality.

Place your order to-day for your 1914-15 needs.

Stuart, Limited

SARNIA ONTARIO

OUR AGENTS:

R. S. McIndoe, Toronto.
Fearman Bros., Hamilton.
Howe, McIntyre & Co., Montreal.
Dingle & Stewart, Winnipeg.
Langlois & Paradis, Quebec.
Geo. Foster & Sons, Brantford.
Angevine & McLauchlin, Truro, N.S.

Made In Canada

In these troublous times, when the valor and brawn of Canada are springing to the defence of the mother country, it is a good time for loyal Canadians to stand by the industries from which come the health and prosperity of the Dominion.

Shredded Wheat

is made in Canada of choicest Canadian wheat. It is premier among all Wheat foods—a real Empire builder because it makes sturdy, robust men and women. It is ready-cooked and ready-to-serve—always the same quality—always the same price.

For breakfast heat the Biscuit in oven to restore crispness and then pour hot milk over it, adding a little cream. Salt or sweeten to suit the taste. Better than mushy porridges that are bolted down without chewing. A hot, nourishing breakfast for a chilly day. Deliciously nourishing for any meal with sliced bananas, baked apples or preserved fruits of any kind.

The Canadian Shredded Wheat Company, Limited

Niagara Falls, Ontario

Toronto Office: 49 Wellington St. East.

Warehousing Facilities in Ottawa



For the safe storage of General Merchandise and Household Furniture as offered by the Dominion Warehousing Company are the best procurable. Direct connection to all railways, with tracks at the door, convenient to steamers, fireproof buildings, low insurance—in short, modern in every particular.

Centrally located and doing the largest business in Ottawa valley.

Excise—Bond—Free.

Write for low rates.

Dominion Warehousing Co., Limited

46-56 Nicholas St. OTTAWA

J. R. ROUTH, Manager

WINDSOR SALT

IS "MADE IN CANADA"

WINDSOR TABLE SALT is one of Canada's most famous products. For purity and quality, it stands in a class by itself. It is an important part of the daily diet of millions of our people. In fact, practically everybody in Canada uses WINDSOR Table Salt—just as practically every Grocer sells it. Don't you?

CANADIAN SALT CO., LIMITED, Windsor, Ont.

To the Wholesale Trade Only

WEST INDIA COMPANY
LIMITED

St. Nicholas Building, MONTREAL

The Canadian House of
Sandbach, Tinne & Co., 3 Cook Street, Liverpool
(Established 1803)
Sandbach, Parker & Co., Demerara, British Guiana
(Established 1782)

We also represent some of the chief business houses of Barbados, Trinidad, Jamaica, Antigua, St. Lucia, Grenada and other West India Islands.

We solicit orders and enquiries for all descriptions of West India produce:

Sugars **Molasses** **Molascuit** (Cattle Food)
Pimento **Ginger** **Nutmegs**
Cocoa **Coffee** **Cocoanuts, etc.**

We also beg to call attention to our *EUROPEAN DEPARTMENT,* which is in close touch through our Liverpool house, with all English, Continental and Asiatic markets. We can usually quote attractive prices on the following:

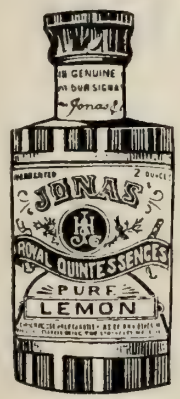
Rice, Sago, Tapioca, Salt (Table or Coarse), **Peas, Beans, Pepper, Cinnamon** and other Spices, **Walnuts, Peanuts,** and all nuts for Confectionery and Grocery purposes, and Grocery Specialties of all kinds.

We solicit enquiries for any articles you want from Europe or East Indies, and if there is any special article you require for your trade, please ask us about same.

Established in 1870—forty-four years' experience in extract making. Customers *then* are customers *now*.



WITH the passing of nearly half a century there has been no variation in the quality of these well-known Canadian Extracts—Jonas'. The quality, high as it was in the seventies, is still the same; advanced prices of raw materials have been met with better facilities and greater output, but the quality has remained the standard.



Customers of forty-four years ago are still customers, which is in itself a proof of our claim.

JONAS' EXTRACTS STILL LEAD

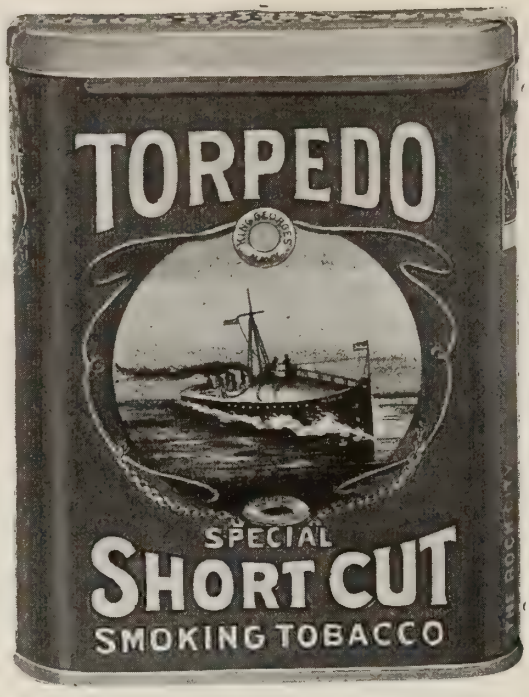
Place your order for the Fall and Holiday Season now

Henri Jonas *and* Company

MANUFACTURERS OF FINEST EXTRACTS

MONTREAL

It's new



It's good

The green 10c. tin

Torpedo Tobacco

Short-cut for pipe and cigarette

With the cigar tabooed from many of your customers' daily pleasures, the "old jimmy pipe" will have a call more than ever, and with him will come the search for a satisfying tobacco.

This new brand, the TORPEDO, has been produced to meet the demand for a superior, yet popular-priced smoke. It is equally good for pipe or cigarette. The tin is neat and attractive, fits the pocket nicely, and the quality of the tobacco appeals to smokers of the class of cigar—a cool, delightful, refreshing smoke.

Now is your chance to make your tobacco department pay. Get the men coming to you by introducing Torpedo Tobacco.

Rock City Tobacco Co., Limited

QUEBEC

Three Tobaccos that are Rapid Sellers—*Favorites with Thousands of Tobacco Users*

All three have an enviable quality record

"MASTER MASON"

(*Cut Plug Smoking*)

is cut from our original "American Navy Plug" —a cool and most refreshing smoke.

"ROSE QUESNEL"

(*Smoking Tobacco*)

A Canadian Tobacco, a really good tobacco —sweet, fragrant and pure.

"KING GEORGE"

(*Navy Plug Chewing*)

is in a class distinctly by itself, delicious, non-irritating.

Dealers handling these "Leaders" are not left to move the goods from their shelves by their own efforts.

These lines are extensively advertised—customers come in CONVINCED—selling is easy work for yourself and clerks.

QUALITY backed up with ADVERTISING is the combination that makes these lines profitable to carry

Rock City Tobacco Co., Limited
QUEBEC

The most extensive and liberally managed firm in Eastern Ontario

ESTABLISHED IN 1879



The most modern wholesale warehouse in Eastern Canada

A Few of Our Leaders

"Reina" Brand Spices, Baking Powders, Salmon and Imported Macaroni and Vermicelli are repeaters. Prices are low for the quality.

"Parliament" and "British-Canadian" Brands of canned fruits and vegetables have won the confidence of our numerous customers.

Hunt's selected California canned fruits are of unsurpassed quality. Our stock is complete and prices attractive.

Our shipments of the 1914 crop of dried and evaporated fruits are arriving. We only stock the best quality obtainable. Enquire for prices.

Our stock of wines, liquors, smallwares and cigars is well assorted.

Prompt attention given to mail orders. Telephone or wire your requirements at our expense.

S. J. MAJOR, LIMITED

Wholesale Grocers and Importers of Wines and Liquors.

Ottawa Canada

What Have You Thought *About the* "Made in Canada" Campaign?

Do YOU interpret it as applying to everything? If so, a little reflection on your part would be of benefit, as imports are necessary to commercial progress. Canada cannot afford to experiment, but must produce and manufacture the different lines for which she is most adapted.

We are wasting our energies in attempting to manufacture goods that we can buy from our Mother Country and her allies at a lower price.

Those who take a too literal interpretation of this Made in Canada Campaign, and attempt to shut out Great Britain and her Allies, take both an unpractical and unpatriotic view.

We import goods from Great Britain, France and Belgium, and now when all foodstuffs are at a premium, prices count.

If you are in need of any of our well-known lines, drop us a card or call and see us and we will try and make quotations that will prove very advantageous to you.

W. G. Patrick & Company, Limited

Wholesale Importers and Distributors

TORONTO MONTREAL WINNIPEG VANCOUVER

Things Seldom just "Happen"

THERE ARE SOUND REASONS IF YOU LOOK FOR THEM.

RED ROSE TEA is as distinctive in cup quality as it is in name. This didn't just "happen." The reason is that in RED ROSE TEA we use a large proportion of the rich, strong teas of Northern India—teas grown in the district of Assam, where the tea bush is said to have had its origin, and where it grows so luxuriantly that the bush in its wild state sometimes reaches a height of 25 feet or more.

These teas, when blended with the finer sorts of Ceylon teas, give that rich strength and pleasing flavor which are the distinctive characteristics of RED ROSE TEA.

T. H. Estabrooks Co. Limited

Toronto, Ont.

MONTREAL. ST. JOHN. WINNIPEG. CALGARY.

BUY CANADIAN MADE GOODS

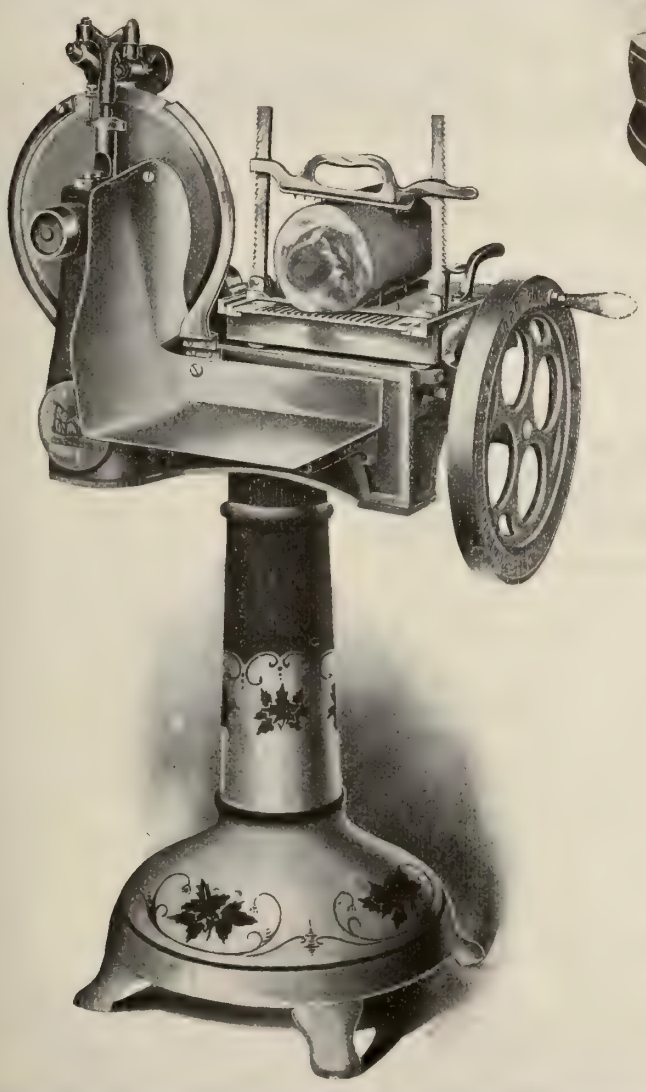
When you buy "Foreign Made Scales," they get the MONEY and you get the SCALES.

When you buy "Canadian Made Scales," both the MONEY and the SCALES remain in CANADA.

BRANTFORD SCALES ARE GOOD SCALES, "THERE ARE NONE BETTER." All we ask is the privilege to demonstrate.

Made in all sizes from 2 to 40 lb.





THE NEW BRANTFORD SLICER

We believe there is a big market for a high-class meat slicer. WE HAVE IT with many new improvements: ball bearing, quick change system, automatic sharpening device, and our new patent attachment which will cut to the last slice.

Write us for Catalogue and Terms.

Brantford Computing Scale Co., Ltd.

Brantford, Ont.



Redpath PACKAGE SUGAR

2 & 5 lb. CARTONS

It is Significant

that the finest Grocery Stores in Canada — those that serve the best trade and make the most money—are the ones that handle the highest proportion of **Package goods,** such as

Redpath

Extra Granulated Sugar in 2 and 5 lb. Sealed Cartons

Compared with bulk sugar, the REDPATH Cartons give effective display while bags and barrels give none at all. They keep the store tidier and the sugar cleaner —save much time in serving—and please customers better.

Consequently, though, they have been on sale but a short time, Redpath Cartons are rapidly superseding the old-fashioned paper bags, just as packages are doing in breakfast foods, biscuits, spices, tea and most of the other lines you sell.

Don't trail the procession! Be among the first to push the up-to-date REDPATH Cartons!

Canada Sugar Refining Co., Ltd., Montreal

Merchants Installing McCaskey Account System

The following Canadian merchants have purchased and installed the McCaskey Account System within the last thirty days, to reduce work, increase efficiency, improve collections and put their business on an up-to-date system:

W. E. Outhouse, Tiverton, N.S.
Nap. Gendeon, Verdun, Que
E. A. Brais, Montreal, Que.
A. Bonneau, Iberville, Que.
Baulet & Savoie, Quebec, Que.
Kezar Bros., North Hatley, Que. (Increase)
E. Droinville, Valcourt, Que.
A. Houle, Henryville, Que.
Swift's Provision Stores, Montreal, Que. (Main Store)
G. MacGillvarys, Halifax, N.S.
Geo. L. Hobbs, Longwood, Ont.
E. Belair, Valleyfield, Que.
S. Burton, Lansing, Ont.
V. Gingras, Mont Laurier, Que.
S. Desmarteau, Montreal, Que.
LeBlanc & Gaudet, Memramcook, N.B.
R. P. Harvie, Centre Burlington, N.S.
W. Drouin, Lake Megantic, Que.
J. A. Poulin, St. Theopile, Que.
A. Henri, St. Lin des Laurentides, Que.
G. Fournier & Cie, Megantic, Que.
Emile Cloutier, Trois Saumons, Que.
B. A. Lutz, Moncton, N.B.
J. Cronk, South Wellington, B.C.
Nap. Roy, St. Hubert, Que.
M. J. Bain, Elderbank, N.S.
G. S. Dickey, Middle Stewiacke, N.S.
F. E. Hendershot, Mount Forest, Ont.
A. Foreman, Toronto, Ont.
Thos. Wran, Campbellton, N.B.
Come Langelier, St. Barnabe, Que.
R. J. Buckle, Sutton, Que.
Shaw & Ellis, Pocologan, N.B.
W. R. McClosky, Boiestown, N.B.
W. Lintell, Ottawa, Ont.
J. E. Cuthbertson, Toronto.
H. J. Elliot, South Durham, Que.
P. Chicoine, Acton-Vale.
P. Bourdayes, Bonaventure, P.Q.
D. P. Burke, Joggins Mines, N.S.
H. E. & E. J. Grant, Spencer's Island, N.S.
Mr. Scott Fulton, Bass River, N.S.
Thos. Hill, Joggins Mines, N.S.
City Towel & Apron Supply Co., Toronto. (Increase)
L. G. Tufts, Chippewa, Ont. (Increase
L. G Tufts, Chippewa, Ont. (Increase)
John Fell, Toronto, Ont.
Ferguson & Lassen, Halifax, N.S.
Hotel Dieu du Sacre Cour, P.Q.
Geo. Begin, St. Ephrem, P.Q.
James Holiday & Son, Dewittville, Que.
A Lapierre, Joliette, Que.
J. A. Caron, Montmagny, Que
D. Grenier, Ancienne Lorette, Que.
Jos. Angers, Quebec, Que.
H. A. Gilman, Mansonville, Que.
H. D. Radcliff, Port Hope, Ont.
E. Miron, Ottawa, Ont.
L. Sinclair, Grand Valley, Ont.
Jos. Picard, St. Guillaume d'Upton, Que.
E. Conley, Sherbrooke, Que.
J. B. Laroche, Ste. Foy, Que.
P. Ouellete, Quebec, Que.
Thos. K. T. Stone, Montreal, Que.
W. P. McCormick & Co., Winnipeg, Man.
W. J. Philpott, Toronto, Ont.
M. A. Nickerson, Clarke's Harbor, N.S.
Mrs. Ida Harlow, Sable River, N.S.
A. Irish, Grandvital, Man.
J. Pothier, Wedgeport, N.S.
Thos. Watson, Grand Valley, Ont.
H. Coppin, London Jct., Ont.
Reliable Feed & Pet Stock Co., Toronto, Ont.
J. J. Reith, Grand Valley, Ont.
J. A. Honan, Benson, Sask.
J. B. Limoges, Ste. Anne Des Plaines, Que.
J. Beausoleil & Cie, Montreal, Que.
Ed. Harvey, Hebertville, Que.
H. Frere Cie, Alma, Que.
Joseph Girard, St. Gedeon Stn., Que.
R. Westlake, Ottawa, Ont.
M. J. Crocker, Freeport, N.S.

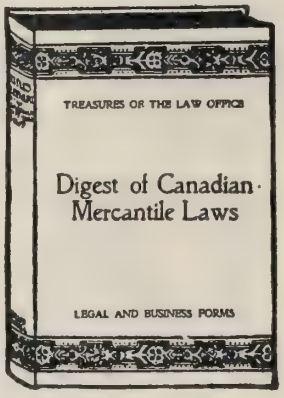
The McCaskey Account System is made in Toronto by

The Dominion Register Co., Limited

A BOOK THAT SAVES MONEY

"Digest of the Mercantile Laws of Canada"

A READY REFERENCE FOR BUSINESS MEN AND THEIR ASSISTANTS. A GUIDE TO THEIR DAILY BUSINESS



IN RENTING A STORE, PROCURING A LOAN OR COLLECTING A DEBT, THIS BOOK WILL SAVE YOU MANY DOLLARS

No work ever published in Canada equals it for business men. A veritable consulting library on this one line so universally needed. Based on Dominion and Provincial Statutes and Court Decisions. Indorsed by barristers, sheriffs, magistrates and conveyancers.

Below appears a few of the questions it answers. These are picked out at random from the book.

If you endorse a cheque which bank cashes, are you liable to the bank for the amount, if the cheque were forged or raised?—173.

(The figures after each question refer to the section in the "Digest" which gives the answer.)

Can Interest written "one per cent. per month" in a note be collected by "legal process?"—See sections 345, 185.

In going security on a note, what is the difference between writing your name on the face of the paper or on the back?—171.

Why is it that a verbal agreement to buy real estate with, say $100 paid down "to bind the bargain," does not bind either seller or buyer?—451.

If a proposition is made to you by letter and you accept it by letter, do you know the exact time when the contract is closed?—39.

How many years does it take a promissory note, a book account, a judgment or a legacy to outlaw in your province?—356, 359, 360, 367.

How long may the drawee legally hold a draft for acceptance?—209.

If a man, in the presence of a witness, makes a verbal agreement to buy a wagon, say for $53, but does not take possession of it, will the sale be binding?—500.

What effect has it on a will if only one person signs it as a witness?—815.

If the wife or husband of a legatee signs the will as a witness, what is the effect?—816.

"A," in paying off a Mortgage, gave mortgagee a marked cheque on which was written: "This cheque is given and received as a full settlement and discharge of Mortgage No.———." Is that a legal discharge?—410.

If a person goes with his hired man to a merchant and says: "Give this man the goods he may need up to," say "$15, and if he does not pay you," say, "within thirty days, I will," will the promise bind him?—110.

If stolen goods are sold to an innocent purchaser for value, can they be taken from him?—513.

How may a person legally add "& Co." to his name, or use any special name other than his own as a firm name, without having a partner?—694.

"B" claims that the Canadian Bills of Ex. Act allows him two days, in addition to the day of presentment, to accept a sight draft, and then three days of grace in which to pay it—six days in all. Is he right?—209, 217.

If you rent a property for a year, the rent payable monthly, and remain on after the year expires, are you a yearly or a monthly tenant?—580, 608.

Can you garnishee a debtor's money deposited in a bank if you know it is there?—885, 295.

Forwarded direct post free on receipt of price.

Keep the book ten days, and if it is not worth the price, return it and get your money back. If remitting by cheque make same payable at par, Toronto. **Eastern Edition, Price, $2.00.**

THE MACLEAN PUBLISHING CO. LTD.

Montreal Toronto Winnipeg

BOOK DEPARTMENT

143-153 University Ave., TORONTO

RIDEAU HALL

the coffee with the quality in the cup, perfectly balanced in every detail and kept uniform by frequent cup tests. Buy Rideau Hall Coffee in small lots. Order often and keep your stock up to original cup test.



Your wholesaler will supply you.

GORMAN, ECKERT & CO., Ltd.
LONDON ONTARIO
Western Selling Agents
MASON & HICKEY, WINNIPEG

ARCTIC

Fish Display Case



The Arctic fish display case shows your stock to advantage, keeps it in good condition, is easily cleaned, a neat and attractive fixture.

Perhaps the butcher is your best friend. He is one of ours.

He is a daily satisfied user of the Arctic Refrigerator, yet if people are unable to buy his meats because the prices are getting beyond them, it is not his or your fault, but it is your opportunity to take advantage of the ill-wind and cash in on it.

Put in fish and breach the gap between the people and high-priced meats. Fish to-day is the lowest-priced meat you can buy, and the price is not advancing. A Fish Department fitted with an Arctic Display Case need not be large and can be kept clean and sanitary. It's a money-maker. **Write for catalogue showing our refrigerators and fish case.**

John Hillock & Co., Limited
TORONTO

Agents:—Western Ontario: J.H.Galloway & Co., Hamilton. Saskatchewan: Western Butchers' Supply Co., Regina, Sask. Montreal: W. S. Silcock.

McCORMICK'S

NEW, SNOW-WHITE, SUNSHINE BISCUIT AND CANDY FACTORY

Now in Full Swing

Ready to Fill Your Christmas Candy Orders



1,000 Varieties of Candy

besides an endless variety of fancy candy boxes, baskets, novelties, etc.

Don't Forget!

When you buy Candy from McCormick's, you are getting an article that is made in a factory where purity is the motto. The largest, most modern and sanitary biscuit and candy factory in America. Pure white, both inside and out; operated entirely by electricity; abundance of light; Employees' sunshine dining rooms, rest rooms, reading rooms, red cross department, gymnasium, smoking rooms, lawn tennis court, baseball diamond; all employees in spotless, clean, white uniforms.

The McCormick Mfg. Co., Limited, London, Canada

Branches: Montreal, Ottawa, Hamilton, Kingston, Winnipeg, Calgary, St. John, N.B., Port Arthur



Trade-Mark of Quality

"SWEETHEART" and "LOYAL" BRANDS

of Spices, Coffees, Mustards, Flavoring Extracts, Jelly Powders, Baking Powders, etc., are sold by the best stores in the country

These two brands represent the first quality goods procurable, the purest ingredients, put up most scientifically and under the best possible conditions.

"Sweetheart" Baking Powder is the ultimate result of twenty years of experimenting—the most efficient, result-producing baking powder in the trade.

"Sweetheart" Jelly Powder is guaranteed absolutely pure and wholesome, making a jelly that is firm in texture and perfect in color.

"Loyal Blend" Coffee is the last word in coffee perfection—the top notch in coffee blending.

It will pay you, as it has others, to handle these Canadian brands. Send for recipe and cook books for distribution.

Take advantage of our consumer advertising—Order now!

IXL Spice and Coffee Mills, Limited

LONDON, ONTARIO



Home Doctor TONIC HEALTH SALT

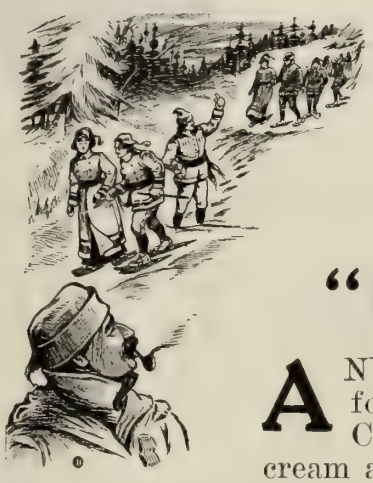
is an article that is used in the Home, almost every day in the Year, therefore a STAPLE LINE. PERSONALLY, you should have a package of H.D. in your own Home, and take a spoonful in the Morning in half a glass of water (before breakfast), and we can safely assure you that it will make you feel like a live wire in place of a dead one. It is the one article (if frequently used) —that will brighten up your ideas and fit you in correct form for your daily duties.

Retails at 10c per tin. (Every package guaranteed). No advance in the wholesale price.

Made in England by Foster, Clark & Co., of Maidstone.

The HARRY HORNE CO., 309-311 King St. W., Toronto

MANUFACTURERS' AGENTS AND IMPORTERS



After the snowshoe tramp, hunting trip or skating party

nothing is more invigorating than a cup of wholesome, nourishing

"DISTIL" COFFEE



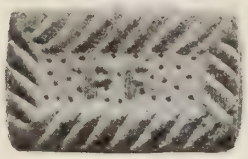
ANY kind of fall or winter sport creates a desire for a cup of something hot. With "Distil" Coffee Essence in the home, a little hot water, cream and sugar, the most delicious cup of coffee in the world can be made in a twinkling. The quality of "Distil" never varies. The true coffee flavor is always pronounced. Winter time is the "Distil" Coffee time.

"Distil" Coffee Extract makes an attractive and seasonable window display. It will attract the free-spending athletic trade. Pays you handsome profits and widens your connection.

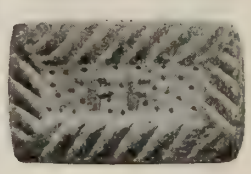
THE HARRY HORNE CO., TORONTO

THE DISTIL MFG. CO. OF LONDON, ENG., Sole Manufacturers

P.F. SHORTCAKE



IN A CLASS BY ITSELF



THE many imitations of this Biscuit will never satisfy you half so well as the genuine, and original, bearing the letters P. F.

IN every part of Canada this Biscuit has proved a huge success. Ask any of our agents for a sample and quotation of this line.

They will gladly supply you with illustrated price list of the many other biscuits which are selling fast at all points in Canada.

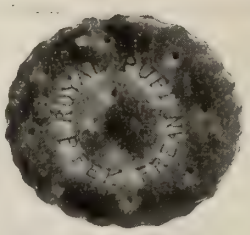


The Connaught.

Here are two very popular P.F. Biscuits. Extremely Dainty. The Flavors That Win

Originated and Designed specially for Canada. A Crisp, Shortcake Biscuit, Slightly Sweet. 48 to the lb.

A Delicate, Puff Paste Biscuit, Sandwiched with Lemon. 52 pieces to the lb.



Royal Lemon Sandwich.

Ask our agents about Russet Sandwich, Criss-Cross, Currant Puff, Old England, Chocolate Puff Cream, and Panama.

PEEK FREAN & CO., LTD.

Manufacturers of High-Class Biscuits

London, England

NOTICE.—Each week our agents are receiving fresh shipments of our new introductions. They will gladly ship you (direct) a trial order at any moment. A postal card to the nearest agent will bring you our illustrated price list.

AGENTS:
THE W. H. MALKIN CO., LTD., of Vancouver, for British Columbia.
Ruttan & Chipman, of Winnipeg, for Manitoba, Alberta and Saskatchewan.
The Harry Horne Co., of Toronto, for Ontario.
F. L. Benedict & Co., of Montreal, for Ottawa and Eastern Canada.



LEAD-ME-TO-IT



EVERYBODY WANTS IT

NEWEST, PUREST, & BEST OF ALL.

Sharp's Kreemy Toffee





Every Grocery Store in the Dominion of Canada can make good profit on the sales of Sharp's Kreemy Toffee. It don't require a salesman to Sell it. Simply Buy it, display it on your counter; let your customers know you have it, and the result is—*MORE BUSINESS.*

Packed in 4-lb. Boxes of about 12 Cakes at 90c. Box.

A SPECIAL DISCOUNT IN 100-LB. LOTS.

Made in England by

EDWARD SHARP & COMPANY

Kreemy Works, Maidstone

Order at once from your wholesaler or any of our agents.

AGENTS:

The HARRY HORNE CO., of Toronto—For Ontario. Howe, McIntyre & Co., of Montreal—For Quebec. Geo. S. De Forest & Sons, of St. John—For New Brunswick. J. S. Creed, of Halifax—For Nova Scotia. Leadlay, Ltd., of Winnipeg—For Manitoba and Saskatchewan. Hamblin & Brereton, of Vancouver—For British Columbia and Alberta.

Our Seal TUCKETT'S SMOKING Tobacco



If fond of a good pipe yourself smoke "OUR SEAL" Tobacco

This is the supreme result of six years' experimenting in the blending of tobacco leaves to produce an article that is both mild and satisfying—a rich, mellow tobacco, with a pleasing delicate flavor and fragrance, made from the properly grown and ripened leaves of the finest Virginia plants.

Try it yourself and stock it for your best trade. Smokers all appreciate "Our Seal."

Get it from your wholesaler.

TUCKETT LIMITED, Hamilton, Ontario

Sell Canadian Blended Tea

"MELAGAMA"

Your Customers will be delighted with its full, rich flavor. As for

"Melagama" Coffee

Our trade is doubling every year, which is evidence of its superiority.

We have innumerable comments, unsolicited, especially on our **40c** lines.

Sale guaranteed and freight prepaid on all package goods. See price list back of this issue.

Bulk Teas and Coffees:—Our stock is complete; quotations and samples cheerfully mailed on application.

MINTO BROS., LIMITED Toronto

"ATORA" Beef Suet

In Blocks and Tins for Frying, Cooking, and all Purposes

For frying your fish use "ATORA" in Blocks. It will be a revelation to you how sweet and crisp your fish will be. It does not soak into the article fried, and does not repeat or cause heart-burn like the common and harmful cottonseed oil preparations.

ALSO ready SHREDDED in Cartons



No Chopping. No Waste
Ready to Mix with the Flour
Delicious for Puddings
Excellent for Pie-crust
Unexcelled for Mince Meat
Absolutely Pure and Wholesome

15 Prize Medals Awarded

"ATORA" Beef Suet has been a general household commodity in Great Britain and Ireland for over 20 years, and during that time has been supplied to the Royal (British) Navy, and all the Polar Expeditions. Its chief claims for popular favour are:—

(1) It contains no skins, moisture, or impurities.

(2) **You should use one-third to one-half less in weight** than you would of raw suet.

(3) It melts readily in Puddings or Mince Meat, and enriches the other ingredients thoroughly and uniformly, instead of remaining in small separate lumps, like the raw suet does.

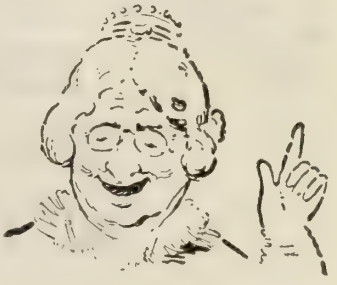
(4) Our Suet is more digestible and wholesome, as it is sold thoroughly cooked, sterilized and refined before you put it into the Pudding or Mince Meat.

(5) During the cold season, you can buy it ready shredded, or if you buy the blocks it flakes easily with a knife. It dissolves thoroughly as soon as heat is applied. During hot weather it is sold in airtight tins, weighing 1-lb., 2-lb. or more.

(6) It makes the best flavoured Pie Crust and Cakes.

(7) It is the best and most economical fat for frying, as it can be used **over and over again,** and remains sweet longer than any other fat or oil. (For frying use ATORA in Blocks or in Tins.)

(8) It is rendered at the Manchester Works, from prime Fresh Beef Suet only; **no preservatives are used, and it is guaranteed absolutely pure.**



For Prices, Samples and all Particulars, ask Your Wholesaler, or

Rose & Laflamme, Ltd. ..... Montreal.
Smith Brokerage Co., Ltd. ..... St. John, N.B.
J. W. Gorham & Co. ..... Halifax, N.S.
O. N. Mann ..... Sydney, N.S.
Mitchell & Whitehead ..... Quebec
The Lind Brokerage Co. ..... Toronto
C. G. Walker & Co. ..... Hamilton
Nicholson & Bain, Winnipeg, Regina, Edmonton, Calgary and Saskatoon.
A. W. Huband ..... Ottawa
C. E. Disher & Co. ..... Vancouver, B.C.
F. C. Nivin ..... Victoria, B.C.

MANUFACTURED BY

HUGON & CO., Limited, Manchester, England

A tip on the side, Mr. Grocer









Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

St. George Brand Coffee, 2 doz. in case	**$4.80**
St. George Evaporated Milk, 4 doz. in case	**3.60**
Banner Condensed Milk, 4 doz. in case	**5.25**
Princess Condensed Milk, 4 doz. in case	**4.50**
Premier Machine Skimmed, 4 doz. in case	**3.80**

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

ST. GEORGE, ONTARIO

LARGEST MAKERS IN THE WORLD

TIN FOIL, ALL DESCRIPTIONS

TEA LEAD, ALL GAUGES and SIZES

METAL BOTTLE CAPSULES
ANY SIZE, COLOR or STAMPING

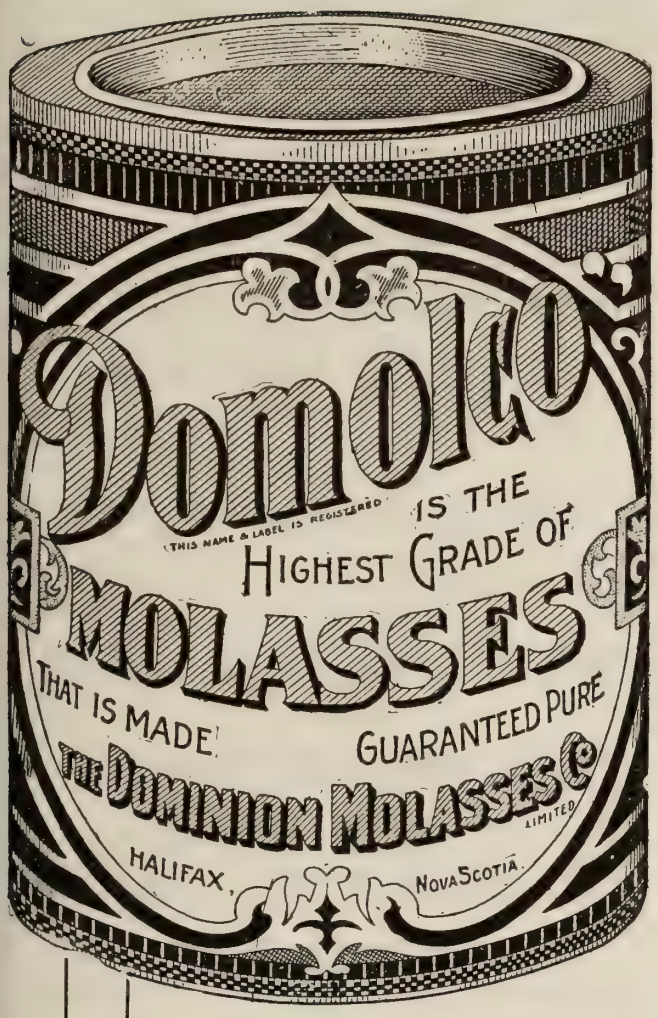
COLLAPSIBLE TUBES, Plain or Colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use—stating qualities—
We will give you BEST QUALITY—BEST DELIVERY—BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road **LONDON N., ENGLAND**



Every package of molasses bearing this registered label must contain

The Best

Domolco Molasses

is superior for table use to any molasses in the Dominion

GUARANTEED PURE

Domolco is the registered name of a pure, refined product of British West India Sugar Cane — the delicious refined molasses that is far superior to Glucose Syrups for table use and has no equal for all kinds of cooking purposes.

This molasses is put up in sanitary Lever Top Tins attractively labelled—all sizes.

Your wholesaler can supply you.

The Dominion Molasses Co., Ltd.

HALIFAX, N.S.

Distributors for Manitoba and Saskatchewan: Messrs. The W. H. Escott Co., Ltd., Winnipeg

Aints To Buyers and Sellers from Quebec City & Province

I. Montreuil, President. Jos. Simard, Vice-President
J. N. Beaumont, Sec-Treas.

Dominion Fish & Fruit, Limited
QUEBEC

Proprietors of the Dominion Cold Storage Plant. We are open to the trade for safe and economical storage.

Fish, Fruits, Vegetables
of all kinds and in large quantities.
We can fill all orders.

Butter, Eggs and Cheese
—Wholesale only—

OATS, PEAS, BEANS, Etc.
handled in any quantities to best advantage
by the
LARGEST BROKERS ON THE SPOT

Turgeon & Gourdeau
Grain and Provision Brokers
61 ST. PETER STREET, QUEBEC

Selling Agents for
The Maple Leaf Milling Co., Ltd., Toronto
Gunns Limited, West Toronto

PROVISIONS, FLOUR
AND
GENERAL GROCERIES

R. F. CREAM & CO., LIMITED
Brokers and Commission Merchants
83 Dalhousie St. - QUEBEC

Quebec's Responsible Brokers

Our present excellent trade connection is the result of

25 YEARS OF EXPERIENCE

We offer our services in marketing your products as we are open for one or two more good agencies for produce, grains or grocery lines, etc.

WRITE US FOR PARTICULARS

Manufacturers—if not represented here, please write to us—

Alfred T. Tanguay & Company

Commission Merchants and Brokers
91 DALHOUSIE STREET - - - - QUEBEC CITY

Aints To Buyers and Sellers from Quebec City & Province

EUGENE PICHER

Commission Merchant

GRAIN, PROVISIONS AND GROCERIES

Agencies Solicited. Your Business will receive the Best of Attention by the Man on the Spot.

91 Dalhousie Street, - QUEBEC

Sherbrooke Fruit Company

Wholesale Dealers in

FOREIGN AND DOMESTIC FRUITS AND PRODUCE

N. D. CASCADDEN, PROP.

32 King St. Sherbrooke, P.Q.

Let the Mild, Mellow Blend of

7-20-4 CIGARS

bring you quick returns. Nothing quite so works upon the smoke appetite of a man as the fragrant aroma of 7-20-4 Cigars. You'll find that one sale is but the forerunner of more and larger sales, and each new customer invariably becomes a 7-20-4 enthusiast. Shall we send you a box for trial order? Write NOW.

Sherbrooke Cigar Co., Limited

Sherbrooke, Que.

A deliciously wholesome and economical confection that will delight all of your customers.



Chocolate Turkish Delight

No better side-line for quick returns. No better specialty for easy profits.

Chocolate Turkish Delight is irresistible to young and old. Write us to-day for sample and prices.

Oriental Produce Co., Montreal

Below are the prices fixed by the

British Columbia Packers Association
VANCOUVER, B.C.

for **Maple** and **Clover Leaf** Canned Salmon, which came into force on **Monday, Sept. 21st last.**

LESS THAN 5 CASES. All One Brand.	Doz.	5 CASES OR MORE. All One Brand.	Doz.
1 lb. talls, cases each 4 doz.	$2.52½	1 lb. talls, cases each 4 doz.	$2.50
1 lb. flats, cases each 4 doz.	2.72½	1 lb. flats, cases each 4 doz.	2.70
½ lb. flats, cases each 8 doz.	1.57½	½ lb. flats, cases each 8 doz.	1.55

TERMS: Net, 30 days time, no discount for prepayment.

BLACK JACK

QUICK CLEAN HANDY

¼-lb. tins—
3 doz. in case



TRY IT

SOLD BY ALL JOBBERS

Cash In on the "Made-in-Canada" MOVEMENT

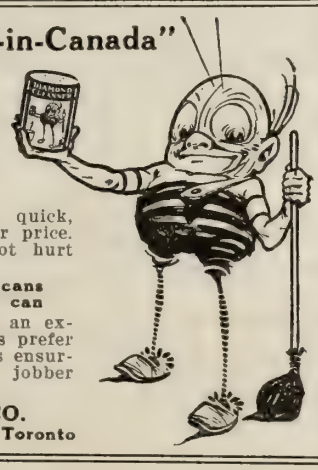
by handling one of the most popular and profitable cleaners on the market, made right here in Canada—

DIAMOND CLEANSER

Has never been equalled as a quick, economical cleaner at a popular price. Perfectly odorless and will not hurt the hands.

Costs $3 a case of forty-eight cans
Sells at 3 for 25c. or 10c a can

A single case thus affords you an excellent profit. But most grocers prefer it in five-case lots at $2.85, thus ensuring a still larger profit. Your jobber is ready to supply you.



STEPHENS, WELCH & CO.
7 Ossington Ave. Toronto

BUY

STARBRAND

Cotton Clothes Lines and Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Established 1859.

GEO. STANWAY & CO.
TORONTO

Agents for Furuya & Nishimura, Japan Teas. Alexander Molasses Company, Cincinnati, for best grade Molasses in tins. Phoenix Packing Co., Dried Fruits.

Two Good Agencies Wanted for
CITY OF OTTAWA
(best of references.)

Martin M. Walsh
Care Canadian Grocer

A want ad. in this paper will bring replies from all parts of Canada.

MORROW & COMPANY
CEREALS

TORONTO, ... CANADA.
Rolled Oats, Oatmeals, Rolled Wheat, Split Peas, Pot and Pearl Barley, Graham Flour, Buckwheat Flour, Potato Flour, Wheatlets, Cornmeal, Lentils, Beans and Peas, Domestic and Imported; Sal Soda, etc., etc. Write for prices and samples, carloads and less.

We are large buyers of
Evaporated Apples and White Beans
Wire or write us.

W. H. Millman & Sons
Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents and Importers.
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

ONTARIO—Continued.

HENRI DE LEEUW
28 Front Street E. TORONTO

I solicit Agencies of large Canadian Packers, Evaporators, Flour Mills, either for Canada or abroad. Submit me prices and samples. I have large foreign enquiries.

WESTERN PROVINCES.

GEORGE E. MEASAM
Wholesale Grocery Broker
and
Manufacturers' Agent.
Splendid warehouse space. Cold Storage in connection.
P. O. BOX 1721,
Edmonton - - - - - Alberta.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

G. C. WARREN, REGINA SASK.
Importer, Wholesale Broker and Manufacturers' Agent.
Trade Established, 15 years.
Domestic and Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

W. H. Escott Co.,
LIMITED
Wholesale
Grocery Brokers and Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

COCKBURN-NOLAN CO.
Limited
Importers, Brokers and Commission Merchants
Representing Pugsley-Dingman Co., Limited. Canned Foods, Limited.
312-314 Ross Avenue, Winnipeg.

WESTERN PROVINCES—Continued.

H. G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY
IMPORTER & BROKER
Specials just landed:—
CITRIC ACID TARTARIC ACID
OIL OF LEMON SALTPETRE
757-759 Henry Ave. WINNIPEG

Ruttan, Alderson & Lound, Ltd.
Successors to
RUTTAN & CHIPMAN
Commission Brokers
WINNIPEG. MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street, - Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.

QUEBEC.

SPLENDID CONNECTION
Amongst the Jobbers and Retailers.
I am open for a few more agencies, and can handle them to advantage.
Have You a Line of Candy Gross Goods?
The CLAUDE BEAUCHAMP Imports Limited.
223 Commissioners St., Montreal.

Agencies Solicited
For many years have had first-class connection with both retail and wholesale grocery trade.
J. W. Lapointe
458 St. Antoine St. Montreal

When writing advertisers kindly mention having seen the ad. in this paper.

"We're fishing for your Trade" in

OYSTERS AND FISH

BULK, IN SHELL FRESH AND SMOKED

Fish is the great 1914-15 remedy for the high cost of living

WE handle in our large cold storage plant a full line of fresh and smoked fish, including **Haddies, Fillets, Kippers, Bloaters, Boneless and Prepared Fish of all kinds.**

Send us your name for our regular mailing list.

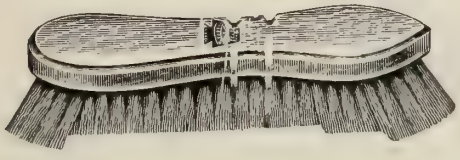
OUR service is unparalleled. We receive daily shipments from our own fisheries, and handle all stock in our splendidly equipped cold storage plant.

Five long distance telephones are at your service. All goods are carefully inspected before shipment.

You should keep in touch with us at all times. Give us your name. Write to-day.

LEONARD BROS. 20, 22, 24, 26 YOUVILLE SQUARE, MONTREAL

Branches: St. John, N.B. West Port, N.S. Grand River Gaspe, P.Q.



The above cut shows an article of daily use in every household in Canada. We specialize on

Scrubbing Brushes

and have the cost of this class of goods reduced to a minimum. The Dealer gets the advantage of this when he buys our Brushes. We have a large range in every class of material which show good margins of profit in lines to retail from 10 cents to 25 cents. Remember it's the KEYSTONE BRAND.

Stevens-Hepner Company
Limited
PORT ELGIN, ONTARIO



Furnivall's Fine Fruit Jams

Why miss the most select, the most profitable trade of your locality by failing to include FURNIVALL'S PURE JAMS on your list? The woman who buys FURNIVALL'S is accustomed to buy the best in everything else. Open up your relations with FURNIVALL'S and you're sure of her continued custom. Ask your nearest jobber to send you a trial assortment. Write him *to-day.*

FURNIVALL-NEW Limited
HAMILTON

AGENTS:—B. C. WOODWORTH, 533 Robie St., Halifax, N.S.; W. W. CHASE, 79 Paradise Row, St. John, N.B.; JACKSON'S, LIMITED, Calgary, Alberta; W. S. SILCOCK, Montreal; A. E. SHEPHERD, Sydney, N.S.; J. A. [illegible], Ottawa; DUNN-HORTOP, LTD., Toronto; T. E. CHAREST, Quebec, P.Q.; W. F. ELLIOT, Fort William; H. P. PENNOCK & CO., LTD., Winnipeg; GEO. C. BENJAMIN, 629 4th St., Edmonton, Alta.

Only the very best and the very choicest is put up under

GAZELLE BRAND



The most fastidious pronounce it to be the acme of excellence

Hudon, Hebert & Co., Limited

MONTREAL

The most liberally managed firm in Canada

"Kitchener"
brand of canned goods

Guaranteed A1 Quality







Kitchener Brand canned goods—fruits and vegetables—have the delicious fresh-picked flavor and the quality of the home-made article as a result of careful processing in our factory and the careful selection of the materials used.

Our Extra Selected Asparagus Tips

Packed in sanitary cans is acknowledged by the best judges to be the equal of, if not better than, any imported article. Contents of each tin guaranteed tender and appetizing. **An exceptionally good Christmas line.**



Grown and packed by Canadians.

If you have not stocked the Kitchener line, we would advise you to do so at once, as the quantity to offer is being quickly diminished.

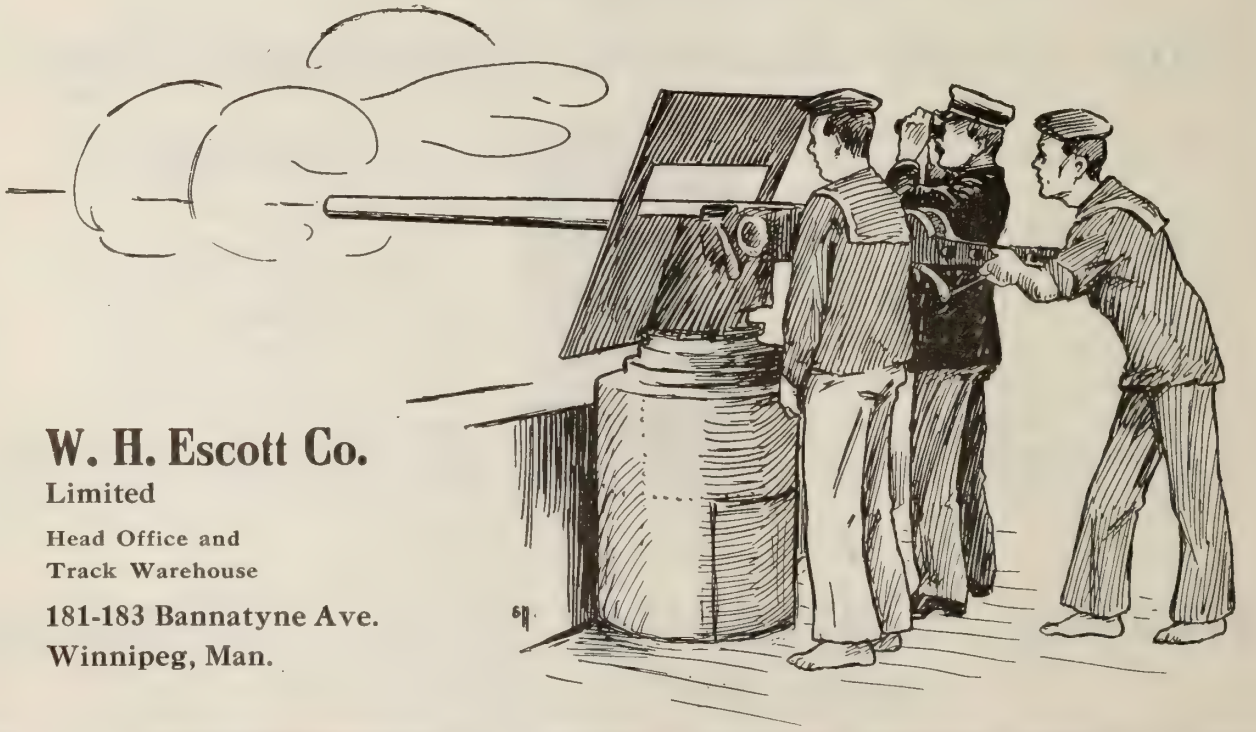
Oshawa Canning Co., Limited
OSHAWA, ONT.

WAR IS HELL

But the People Must Eat

ECONOMY *is the* WATCHWORD

You need our grain and we need your goods. Our distributing facilities are unexcelled. We have detail salesmen covering MANITOBA, SASKATCHEWAN and ALBERTA and brokerage offices at WINNIPEG (181 Bannatyne Ave.), REGINA (1821 Scarth St.), CALGARY (326 Eighth Ave.) and EDMONTON (405 Teglor Blk.), our POOLED CAR SHIPMENTS enabling both the buyer and the shipper to get the MAXIMUM results at a MINIMUM cost. Write for references



W. H. Escott Co.
Limited

Head Office and
Track Warehouse

181-183 Bannatyne Ave.
Winnipeg, Man.





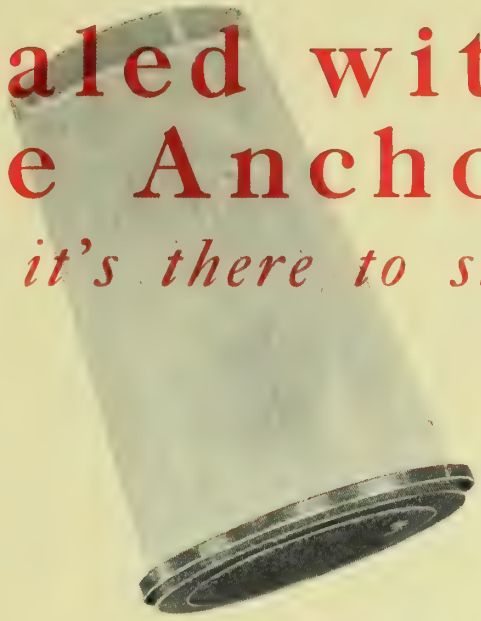






Sealed with the Anchor

and it's there to stay



Upside Down or Any Other Way

The Anchor Cap

Never Comes Off

until the housewife removes it. Anchor Sealing is the solution to the problem confronting packers and canners for years—the satisfactory sealing of glass containers.

Glass containers are fast jumping into popularity because of this unique method of sealing—they give the contents a most attractive appearance and promote greater sales.

The Anchor Cap, either with an air-tight seal or a vacuum seal, keeps your goods just as they leave the factory and eliminates leakers and returns, which with the speed and ease of operation, makes the method one of economy rather than added expense.

Anchor Caps are the only caps that give an air-tight mechanical seal together with the vacuum, so that should the latter be lost for any reason the package is still securely sealed.

WE have proved our claims to many of the largest Canadian packers. Let us prove it to you in your own factory.

Write for catalog and price list.

Anchor Cap and Closure Corporation *of* Canada, Ltd.

Sudbury St. West, Foot of Dovercourt Road
TORONTO, ONT.











"BUSINESS AS USUAL"

"NUGGET"

WATERPROOF SHOE POLISH IS SELLING

BETTER THAN USUAL



IT IS EMPIRE-MADE

HOW IS YOUR STOCK?

The Nugget Polish Co Limited

9-11-13 Davenport Road **TORONTO, ONT.**

RICE

As an economical food of excelling worth, urge the use of

MOUNT ROYAL RICE MILLS

What cheaper or better food could you offer a customer?

Our 12½ and 25-lb. bags are just right for the average family

Mount Royal Milling & Mfg. Co.

D. W. ROSS COMPANY, Agents

MONTREAL

Why Risk Disappointing Your Customers

With a household soap anyway, where dainty linens and fragile lace are at stake? Don't risk disappointing your customer with soap of questionable quality. Once your suggestion has been misplaced your customers are prejudiced against future recommendations. You take no risk in recommending Wonderful Soap, for it has been the choice of thousands of housewives for years—lightening household labors and cleansing the sheerest linens with entire satisfaction. Make sure of large and future sales by handling a soap you can back conscientiously.

Ask us to send you a few cases of Wonderful Soap to start your soap sales going.

Write **to-day.**



GUELPH SOAP CO.
Guelph, Ont.



Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company
LIMITED
NIAGARA FALLS, ONTARIO

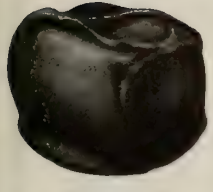
Keep your name above inferior goods

QUALITY MEANS FUTURE BUSINESS

Let the name of your store drag to the level of inferior, unreliable goods and you will find it a hard matter to raise it again. Your quality trade cannot be held with such goods.

In handling our

Biscuits *and* Candies "Bordo" Chocolates



"Bordo" Chocolate

you will satisfy the most discriminating of your customers.

"Bordo" is one of our many high-grade chocolates, the chocolate with the distinctive flavor, a big repeater. Every piece bears the name "Bordo," which is a guarantee of quality business.



"Bordo" Chocolate

We have a fine range of **Christmas Stockings, Fancy Boxes and Baskets, and a large range of Christmas Mixtures, High-Class Bon Bons, artistically packed in the latest style.**

Place your order now to make sure of early delivery.

The Montreal Biscuit Co.

BISCUITS AND CONFECTIONERY

Montreal

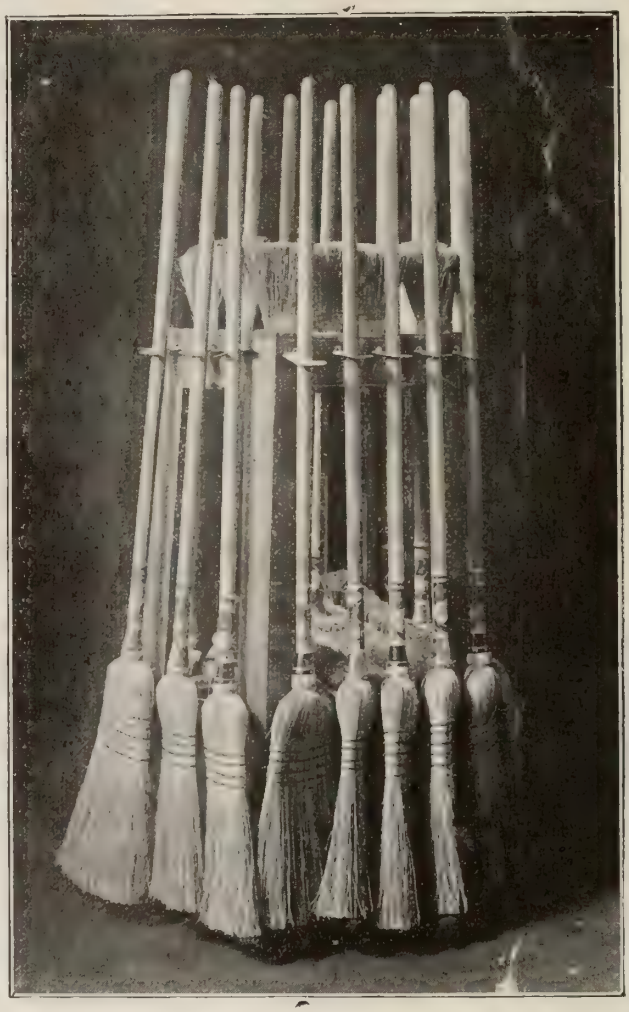
Handy Broom and Mop Holder



Will advertise your business. Goes to the spot where your name and business is right before a consumer many times a day. One or two in every home, office or barn will be appreciated, as brooms are expensive now and worth saving. Will also drain the mop and keep it clean. Get control of your town. Write for terms, which are in reach of every merchant.

Made with any wording you want with gold letters on enameled steel. Will last a lifetime.

Broom, Brush and Whisk Silent Salesman



Every broom protected; all hanging by the handles; impossible to break the straw. You take a broom down or hang it up as easy as you can your hat. Holds 16 brooms, 3 dozen large scrub brushes, 2 dozen small scrub brushes, 1 dozen clothes and shoe brushes, 1 dozen whisks—and only takes up two feet square floor space, and you can roll it in and out of your store with one finger.

It has always been hard to show the above goods to advantage in a neat way. This is a real silent salesman that shows the goods (that means you sell them), besides an ornament to any store, and should last a lifetime.

If you cannot secure the above silent salesman from your wholesale house, we will ship direct from the factory the next 30 days to any place in Ontario, freight paid your R. R. Station, for $3.50.

Alby Robinson, Woodstock, Ont.



THE TEST OF TIME

For more than forty years, Electric Paste Stove Polish has met every requirement of thousands upon thousands of critical housekeepers.

What more could you ask? Have you tried it yet?



Place your order now, so as to avoid delay, as we are away behind on our orders. Selling agents for Canada are—

D. J. McLeod & Co., Edmonton, Alberta; Orr & MacLain, Winnipeg; E. B. Thompson, Toronto, for Western Ontario; G. C. Warren, Regina, Sask.

EFFICIENCY —PLUS

Feeling as you do about your own safety and protection, why let those ordinary paper pails rob you of half your oyster, molasses or vinegar profits?

Ordinary paper pails are rarely made exact measure. The tendency to use them for measuring the amount results in over-measure—and continual dwindling of profits.

Even though you do use the exact measure, the housewife is skeptical when she sees the pail not completely filled. Naturally the distrust affects all her purchases.

And then the discomfort of the ordinary pail. Must be carried so carefully, so watchfully, for fear the slightest jar will spill part of the contents—mayhap over your customer's clothes.

The Empire Container is Made Exact Measure

The "Empire" container checks waste in over-measure, eliminates loss from spilling of contents, and spoilage of other goods. It prevents embarrassment of having liquids spilled on the clothing of your patrons. You can wrap it up like a can of salmon.

The "Empire" Container cannot spill or leak, no matter at what angle it is carried, or what jolting it goes through.

There is a distinct feeling of satisfaction and consciousness of fair treatment when your customer opens the "Empire" Container and finds her purchase filled to the brim.



Those out-of-date pails are dwindling your profits every day. You wouldn't miss an opportunity to instil confidence in your customers—but think of the number who misunderstand your fairness every time they open a pail that is only partially filled?

The "Empire" Container comes in three sizes: half-pints, pints, and quarts, at $12, $14 and $16 respectively, per thousand, F.O.B. factory, Sombra, Ont.

CONNECTICUT OYSTER CO.

Exclusive Selling Agents
50 Jarvis Street — TORONTO





GRIFFIN'S CALIFORNIA ASPARAGUS



A Food, Not a Luxury

Griffin's California Asparagus packed in the can the same day as cut, with all its freshness and flavor.

Are your customers looking for something new in Canned Vegetables? If so, recommend Griffin's Asparagus for a change.



—the largest package for the price

Our large pail has been a huge success, because it is so light and crispy. Put up in 5, 10, 25, 30 and 35c packages. We manufacture a large variety of Fancy Biscuits. All made from the best material money can buy. If not in stock try a sample order — it will mean "Repeats" every time.

Put up by

W. J. Crothers & Co.

KINGSTON, ONT.



No Advance in Price—No Alteration in Quality.

Retail Selling Prices:

GREEN LABEL	*30c.*	*Per lb.*
BLUE	"	*35c.*	"
RED	"	*40c.*	"
GOLD	"	*50c.*	"

Dickeson's Tea is the BEST Tea.

YES! Still selling at exactly the same price as before the war broke out—and no reduction in the standard of quality, either! Here is a tea which is meeting with an enthusiastic reception everywhere—*first* because of its unrivalled strength and purity, *second* because of its rare flavor and quality, and *third* because it has not advanced in price since the war broke out. Hundreds of housewives all over Canada are showing their appreciation of Dickeson's patriotic attitude by buying this fine Old Country Favorite. The demand is growing—*growing—growing!* The tea that's *easy* to sell these days is—

DICKESON'S TEA

"The Beverage of the Old Country."

Write to any of the following Dickeson's Agents:—

TORONTO
Frederick E. Robson Co.

HAMILTON
C. G. Walker & Co.

OTTAWA
H. N. Bate & Sons, Ltd.

WINDSOR
G. Clair Bliss, Detroit, Mich.

ST. JOHN, N.B.
E. T. Sturdee.

QUEBEC
A. Francois Turcotte.

WINNIPEG
W. Lloyd Lock & Co.

AMHERST, N.S.
Morrison's, Ltd.

RICHARD DICKESON & CO., Limited, London, Eng. (Established 1649)

Canada's Finest Cane Sugar

Crystal Sugar

—is fast making a name for itself throughout the Canadian trade. Being centrally located (factories at Wallaceburg and Berlin, Ont.) with splendid transportation facilities, we can give quick delivery on all orders, large or small. For a really satisfying all-year-round sugar you cannot equal Crystal Brand. It is absolutely pure.

Dominion Sugar Company, Limited

WALLACEBURG AND BERLIN, ONT.

Quality tells



AT THE END OF SEPTEMBER, 1914, we found that in CANADA ALONE, **177,422** MORE people were regularly using "SALADA" than were using it at the end of September, 1913.

We arrive at the above figure by taking the consumption of tea in Canada at 4½ lbs. per head per annum.

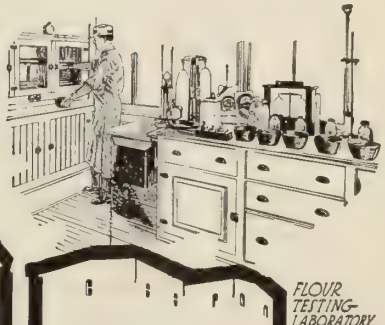
177,422 MORE WON TO THE BANNER OF QUALITY.

Your finest tea-salesman is a pile of "SALADA."
The public need no explanations, they recognize
Quality—the sales prove it.

"Bought on merit—absolutely."

PURITY FLOUR

More Bread and Better Bread







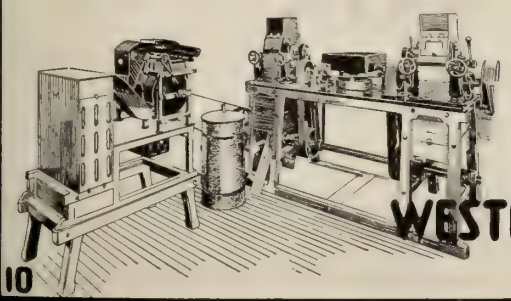
PURITY FLOUR Talk No. 1
To the Proprietor and his Assistants.

AN ADVERTISED PRODUCT

PURITY FLOUR is the most widely advertised flour on the Canadian market. This point should be a deciding factor when you replenish your flour stock.

Quality alone will sell goods, but it will not sell them as quickly as quality, plus ADVERTISING. You undoubtedly want a quick turnover. How much cheaper and easier it is to market a well-known brand of goods SELECTED by the housewife than it is to sell a less popular brand? The time taken up by your assistants in talking goods not widely advertised INCREASES YOUR SELLING COSTS. Cut down your "overhead" by selling PURITY, the guaranteed flour.

EXPERIMENTAL MILL



Main Offices: WINNIPEG, TORONTO, VICTORIA

WESTERN CANADA FLOUR MILLS CO., LTD.

MILLERS TO THE PEOPLE

10



Be of Good Cheer! Victory follows the Flag!
BUSINESS AS USUAL

MR. MANUFACTURER:—

We can do our part. Will you do yours?

Read our Proposition Carefully!

Grasp the opportunity now—as the Western market is readjusting itself. Manufacturers and Shippers can place their lines before the trade to most excellent advantage.

We offer you an unexcelled service for the handling and disposing of your lines. Our thorough knowledge of Western trade conditions, gained through years of experience, enables us to give you a superior service at lowest cost.

Our large staff of travellers are on the job daily—they sell your goods.

Six large track warehouses offer ample storage and shipping facilities. Let us tell you more about our service.

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

HEAD OFFICE: WINNIPEG, MAN.

Branches: Regina Saskatoon Edmonton Calgary Vancouver

CANADIAN GROCER

VOL. XXVIII OCTOBER 30, 1914 No. 44

Pushing the Business Beyond the Dead Line

Is There a Limit to the Amount of Business a Merchant Can Do?—Are There Any Methods to be Used Whereby Trade Can be Increased in Spite of a Stationary Population?—Two Views of the Problem.

An Inspirational Message.

TO remain stagnant is not the desire of any retail dealer. The true business man who, when he discovers he has run to the end of the tether through following the lines of least resistance, will "find a way or make it" to branch off on new and profitable lines. There is an admonition expressed in the old adage that "far off fields look green," but it does not follow that under no circumstances should those fields remain unexplored.

To-day there are men in the trade, and particularly in the smaller centres where population changes but little, who will tell you that the summit has been attained, that there is no possible chance in such a limited community to push the business beyond the present height. It is argued that people can only consume a definite quantity of foodstuffs, that it is impossible to sell them more and that competition is so keen that it is not possible for any one member of the trade, no matter how efficient he may be, to capture all the business.

The "Dead-Line" as it were, has been reached.

"What can we possibly do," said the head of a firm in a country town the other day, "to increase our business. We have been here for more than fifty years. We believe we have kept up with the march of progress and prosperity and are giving a service unsurpassed in our community. We know that our business methods are of the present day, and all our goods are selected with especial care. We have always made money and are making money to-day, but we have reached the point beyond which the turnover can't go—there is no more business to be secured."

Is it not possible to get beyond that "dead-line"? Cannot a crossing be discovered somewhere in the rocky line? Is it worth while making the attempt?

The entire case resolves itself into the survival of the fittest. There are men who make bold the claim that there is no "dead-line" except in one's thoughts—to them there is always a higher goal to be reached.

And what of the way? What are the methods to be employed?

Ten days ago the writer talked to a merchant who realized that this stationary point had once existed in his mind.

"For years," he said, "the turnover varied but little one way or another. I could see that the population had pretty nearly reached a standstill and considered myself lucky to have worked up a fairly profitable trade. Occasionally a customer would drop off and deal with someone else, but on the other hand I could not complain for I occasionally gained a few. Then it dawned upon me that this might not last forever and that should a time of depression arrive, I might not fare so well, so I began to look out for pastures new....."

To obtain this gradual increase, and to convince himself there was no "dead-line" he kept in mind two things:

First—The opening of new departments or sidelines from time to time, that are closely allied to the grocery trade.

Second—To scour the market for new goods that appeared to have merit in them, and to be the first to feature and introduce them in his town.

The result of the first has been that shoppers in addition to the regular clientele have been drawn into his store to purchase from these sidelines. Many of them have later on become daily customers. Another result has been that without extra expense on his part his regular customers have patronized these departments and thus his profits and turnover have been increased. There was where he scored.

His second method has proven to be the best from an advertising point of view. It has become a common expression among the folks of his town when anything out of the ordinary is wanted to say: "You can get it at———if anywhere." This man has goods in his store that could scarcely be found any place but in the very high class establishments of the large cities. He has goods that they even haven't in stock. So closely has he followed up this desire to know about the new goods that when a line is asked for and not in stock, his sources of information are such that the place of purchase is soon ferreted out. While in individual instances he may not sell much of any one line, in the aggregate the turnover is large and profits good.

At a time like the present the value of this man's course is highly apparent. The supplies of many lines have been cut off or considerably curtailed, but with so many others to fill up that deficiency, the prospects for maintaining sales above normal are particularly bright.

In the pages following are many other inspirational messages for the man who is not content with a bare existence, and whose ambitions extend out from the beaten path.

To such men as that, this, the Fall Sales Number of Canadian Grocer is dedicated.



Exterior view of the handsome new grocery store of Walter Paul, Montreal. This denotes cleanliness at first sight. The auto delivery is shown on the left.

The Handsome New Store of a Montreal Dealer

Both Outside and Inside Walter Paul Has Created an Impression Space a Special Feature—Tasteful Displays on Attractive Silent Deliveries Made From Under Cover — Stables Located Above

Written from a special visit to this store

IF Walter Paul were to make the boast that his new grocery store at the corner of University and Burnside streets, Montreal, was one of the finest establishments of the kind in America, many would be inclined to believe that he would be fully justified. For thirty-five years and more he has been catering to the best class of trade in the largest city of the Dominion and now he has completed his new premises which have been built and equipped to give the best possible service to that trade. Space and expense have not been stinted to gain the desired ends—handling of general groceries, provisions fruits, vegetables, etc.

FEATURES OF THIS STORE.

The inviting front.

Ample floor space for customers.

Many silent salesmen for displaying goods.

Specialty made of fruits and vegetables.

Seventy-five per cent of trade done by telephone.

One automobile delivery used.

To enter the store is to get an impression of ample space. The main department is about seventy-five square without partitions of any kind, and while the arrangement of the counters and the handsome silent salesmen is to waste as little space as possible, there is no crowding. In the large windows with their big fronts of plate glass giving unusual brightness for such a large store are tempting displays of canned and bottled goods, fruits, vegetables, biscuits, etc., and those portions of the floor immediately inside the windows are also devoted to these departments.

Specialist on Fruits.

It is for fruits and vegetables that the Paul store has built up a special reputation. Throughout his career of many years in Montreal catering to the best trade in the city, this experienced grocer has devoted his personal attention particularly to these lines, which require such careful attention if they are to be handled in a manner to give all-the-year-round satisfaction to particular people, and at the same time are to bring a profit to the store. Despite his many years of active service in the trade, Mr. Paul still does all the buying on the market personally and daily he may be seen selecting his purchases. It is not claimed that the service in fruits and vegetables which this store has given to some of the best people in Montreal has been responsible for the fine establishment which we find to-day—but there is room to draw conclusions.

Grouped in the centre of the store we find a number of handsome silent salesmen with their tasteful displays of various lines. To one side is the provision counter with its up-to-date equipment, and backed by a modern refrigerator equipped with ice machinery and fronted with plate glass and attractive glass-covered compartments for the display of butter; at the other side and near the side entrance are displays of fancy biscuits, while at the back are two long service counters. This is what is revealed to the public. Everywhere there is brightness; everywhere there is cleanliness; everywhere there is the equipment for service; everywhere there is that something which in a grocery



The interior of the new Walter Paul grocery, in Montreal. One of the features is the many individual silent salesmen about the store.

Of More Than Thirty-Five Years' Standing

of Refinement in its Erection and Finish—The Ample Floor Salesmen — Arrangement of the Reserve Supply of Goods — Warehouse.

by a Canadian Grocer Representative.

store is pretty sure to bring customers again.

Seven Telephones Installed.

That last remark about bringing customers back requires further comment. It is not by bringing customers back to the store in person that Mr. Paul depends on doing his business. When we say that seventy-five per cent. of the trade of this store is done by telephone orders, one might say that there would hardly be need for such handsome equipment. But it should be remembered that even when a person cannot see the store it is very likely to be in their mind's eye when they are giving an order by phone; phone business means confidence, and a visit to Paul's store will establish confidence in the goods which are sold—a good impression goes a long way.

To handle the phone orders is a feature of the business which has had special consideration. There are seven telephones installed in the store throughout the different departments and quick service is given; every order can go direct to the head of the department where it will be filled, and the customer can discuss purchases just as intelligently as though present in the store.

Behind the Scenes.

But it is not alone the layout and equipment which make such a favorable impression upon the customer that the new store of Walter Paul is placed among the front ranks of grocery establishments; it is behind the scenes. Behind the main counters is a background against which bottled and packaged goods are tastefully displayed and behind this is the parcelling counter and a supply of goods which come in first demand. Here not only is the wrapping done, but in the slack hours staple commodities are weighed and bagged in preparation for busier times.

Behind this again is another section devoted to the storage of heavier goods and above this is the general office. At the street end of this portion of the store is an elevator which connects the cellar and up-stairs with the ground floor. This elevator also has a door on the street and goods can thus rapidly be placed in storage.

The whole rear portion of the building is divided into two coach houses in which the seven delivery wagons and automobile are stored. A convenient arrangement also is that the wagons can be loaded without going outside and this is a great advantage in wet weather.

And here is another unusual feature. Above the space devoted to the storing of the wagons is the stable where half a dozen or so horses are kept. This is right under the same roof with this elaborate grocery, but it only needs a visit to the stable to convince one that there is not the least danger of anything like contamination, for the home of the horses is kept as clean as modern meth-

(Continued on page 104.)

THE WAREHOUSE AND STABLES.

Parcelling counter at rear of store where wrapping is done.

Elevator connecting cellar and upstairs.

Two coach houses for seven wagons and auto.

Goods can be sent out under cover from the weather.

Horse stables high and dry above the warehouse.

CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED

JOHN BAYNE MACLEAN, President.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

Cable Address: Macpubco, Toronto. Atabek, London, Eng.

OFFICES:

CANADA—
Montreal—Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. **Toronto**—143-149 University Ave.; Telephone Main 7324. **Winnipeg**—34 Royal Bank Building; Phone Garry 2313.

UNITED STATES—
New York—R. H. Huestis, 115 Broadway, New York; Telephone 8971 Rector. **Chicago**—A. H. Byrne, 6074 Stoney Island Ave.; Phone Midway. **Boston**—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—
London—88 Fleet St., E.C.; Telephone Central 12900. E. J. Dodd.

Subscription: Canada, $2.00; United States, $2.50; Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

FALL SALES NUMBER **TORONTO, OCTOBER 30, 1914**

The Fall Sales Number

EVERY effort has been made in the collection of articles for this the Fall Sales Number of *Canadian Grocer* to present an array that will be of practical benefit to the retail trade. The methods of men and their aims and objects in conducting selling campaigns along various lines constitute the feature. Particular attention is given in the window and ad.-writing departments to the selling of Christmas goods in view of the proximity of the great festive season.

For a good many years we have been issuing this Fall Number. It has become a feature just as regular to every reader as any other issue of the year. We believe the trade will find this particular number the most practical that has ever been placed before them. The facilities of the editorial staff for securing first hand information from good Canadian dealers are increased from year to year and this year we have been particularly fortunate in getting some of the best available interior and window displays and system forms. There are, too, scores of other bright, practical, selling ideas from men in harness, many of which will be found valuable.

The suggestion is offered that each reader allot a certain amount of time to the study of both the ideas of their fellow merchants and the advertisements of the many lines they stock on their shelves. It will be worth while.

A Case of Business Suicide

SUBSTITUTION that doesn't pay is business suicide. And every dealer who substitutes a particular brand of goods for the one asked for without advising the customer of what he is doing, is surely not building for the future.

An incident has come to our attention which shows how a merchant lost a good customer in this very manner. She had phoned for her groceries one morning, and included in the order was a can of a certain cleaning powder. When the goods arrived it was found that another line had been sent, but there was no mention as to why the kind specified in the order was missing. As this had occurred more than once, the customer lost confidence in her grocer and the grocer lost a customer.

It is quite legitimate business to sell a customer something other than the thing requested when she is advised that this is being done. If that can be called substitution it is most fair, because it gives the customer an opportunity to decline it if the selling arguments are not sufficiently strong to impress her.

But in doing this the careful dealer knows that it would be most unwise to attempt to sell another line which was inferior in quality to the one requested. Quality must not be sacrificed for margin. Confidence will then be lost in the ability of the merchant to judge such things. Other things being equal, however, it is the duty of every merchant to sell the lines of goods that bear the best margins.

Cutting Delivery Expenses

MERCHANTS who are interested in cutting down expenses should look carefully into the problem of a general delivery system. Canadian Grocer recently spent a day in the town of Simcoe, Norfolk County, Ontario, where such a system is in vogue and heard many complimentary remarks about its efficiency and the way in which it is solving to a large extent the delivery problem.

In Simcoe the system is operated entirely by an outsider who has nothing to do with the grocery business. He bases his charges on the amount of business the various merchants in the plan have for him during the week. Six deliveries are made every week day, with two extra on Saturday nights, and all are made at stipulated periods. In the morning goods must be ready for delivery at nine, ten-fifteen and eleven-thirty o'clock, and in the afternoon at two-fifteen, four-fifteen, and five-forty-five o'clock, while the extra Saturday deliveries are made at eight and nine-thirty p.m.

While every system is more or less imprefect, this one in Simcoe seems to give reasonable satisfaction to all making use of it. All the merchants talked with are of one accord in recommending the economy of it. "It costs less and takes a load off our shoulders," was the laconic way in which one grocer described the plan.

Canadian Grocer is in a position to give the names of dealers who are in the system to interested readers. In towns where there is a merchants' association, or where the merchants are on friendly terms with one another, it is worth while considering.

Study the Advertising

THIS issue of Canadian Grocer contains many pages of advertising matter in which the careful grocery buyer will be interested. Several hundreds of lines are represented—many of the lines are entirely new. Among the array of merchandise here shown there may be several lines which would fit in nicely with the lines you are now selling, and which would prove good profit-makers. Many of our largest wholesale and retail grocery firms readily admit they have secured many of their best selling and most profitable lines through the medium of their trade journals. On the other hand there are many manufacturers who say that they have secured many of their largest and best customers through trade paper advertising.

It is hardly necessary for us to urge our readers to thoroughly investigate the advertising pages of this number. Grocers have made money out of previous issues of Canadian Grocer and many will make money out of this issue. See that you get your share of the excellent opportunities presented to you in this our Annual Fall Number.

Ignoring the Retailer

EXTENSIVE advertising has created an inquiry for Canadian apples but the sales have been severely handicapped because the retail trades were not consulted or advised as to the scheme. The advertising led the public to expect every retailer to be stocked with finest apples at $1 or at most $1.50 a barrel. When their grocer refused to sell at less than $2 to $5 they were indignant and went away satisfied that the retailers were robbers and responsible for the high cost of living. Would-be buyers have written the Government and the press complaining of the exorbitant profits enacted by the retailers.

This causes irritation and loss of confidence for which there is no possible need. It is most unfair to the retail trade. In all selling campaigns the retail merchant is the great factor. Sir George Foster who is responsible for the campaign is an excellent man, and long may he occupy a place in our national life, but Sir George though Minister of Trade and Commerce, has not had selling experience which, doubtless accounts for his ignoring the retail trade. We wish to again impress on him that in all selling campaigns such as this, the retail merchant is the great factor. The most satisfactory way to get at the public is through him. If he makes up his mind that he will not push an article all the advertising in the world will not force him to do so. Sir George would be well advised in future where the interests of the retail trade are affected to consult those familiar with the situation, such as retail organizations and editors of the trade press.

Perhaps Sir George himself may have his suspicions of the exorbitant profits of the retail trade. If he had not before no doubt he has now from his experience in this apple business, but here is an actual occurrence of a few days ago which will show him why good apples cannot be sold cheap. D. W. Clark, former president of the Ontario Retail Grocers' Association was offered by a farmer apples at $1.25 a barrel but he refused them. Later a lot came before him for which $3 was asked, when he instantly bought all he could get. In the matter of value the $3 apples were the cheaper. Sir George's advertising campaign should have put this matter right. It would have saved the retail trade in the big centres a lot of unjust criticism.

The Front Cover

READERS of Canadian Grocer will remember the many excellent front covers which have appeared on the Annual Spring and Fall Number of this paper. With the present number we have added another worthy addition to the series and it is without doubt the best of all. The task of painting the front cover was allotted to C. W. Jeffreys, one of Canada's most prominent artists, who has been painting covers for Canadian Grocer for the past four years, and during that time has prepared many which might be termed masterpieces. In preparing the cover "Bringing in the Sheaves," for this issue, Mr. Jeffreys has excelled all previous records. This remarkable realistic cover symbolizes in the most direct way harvesting in the great "Canadian West" and is true to life.

The picture is particularly appropriate for the autumn season of the year when the farmers harvest their crops. The scene which Mr. Jeffreys has so graphically depicted is a familiar one to the Canadian retail grocery trade.

Editorial Notes

AND NOW FOR a brisk year-end business.

* * *

THERE IS NO limit to the turnover of the aggressive merchant.

* * *

IF TIME IS money, how much money does your staff waste every day?

* * *

THE MERCHANT WHO would prosper is the man who has an eye out for something new.

* * *

ONE OF THE best methods of making business as usual is to pay the bills when they fall due.

* * *

ZEAL IN SELLING goods, without a knowledge of the goods themselves, is seriously handicapped.

* * *

WITH THE COLD weather with us again, now is the time to feature goods appropriate to the season.

* * *

"USE SOFT WORDS and hard arguments," is good advice for any merchant or clerk who is out to increase the business.

* * *

RETAIL ORGANIZATION in Canada will soon be completed. New Brunswick has entered the fold and Nova Scotia will be next.

* * *

IT NEVER RAINS but it pours—judging from the number of so-called co-operative concerns that have been sprnging up among us lately.

* * *

THE HOUSEHOLDER'S Co-operative Stores of Toronto have been forced to change their tactics. There will be no more $5 a year entrance fee.

Selling New Lines to the Every-day Customer

Methods of a Simcoe, Ont., Dealer in Increasing the Turnover Still Further When it Looks as if the Limit Had Been Reached — Many Exclusive Lines Carried and New Department Opened to Bring About the Desired Results.

From an interview with George O. Werrett, Simcoe, Ont.

A MERCHANT progresses as his turnover and net profits increase—providing, of course, that he does not allow the petty leaks to sap the life out of the business.

The aim of every true merchant should then be to so conduct his business that it will bring about that desired advance in turnover.

"That is quite true," many can be heard saying, "but how is such a good fortune to be brought about, particularly at a time like the present, when so many goods are difficult to obtain and when the average housewife is looking for the cheapest market in which to purchase her staples?"

The question is not an easy one to answer. No two merchants are situated alike, and no two, perhaps, have exactly the same class of customer to deal with. But let us consider the average grocer who draws his trade from a community composed of what is commonly termed the middle classes. Can he get any more than the usual business that his customers are disposed to give him? If so, must he condescend to cut his prices and thereby weaken his profits?

To the first question George O. Werrett, a Simcoe, Ont., dealer, says "Yes," and to the second, "No."

Grocer of Long Standing.

Mr. Werrett, it should be known in the first place, has spent some 24 years in the grocery business. When he makes such direct statements as the above he naturally must have some evidence to back them up. And he has. A visit to the Werrett store in the thriving town of Simcoe will soon convince one that here is a man who does more than hand groceries over the counter. He thinks. He studies. To-day he is more a student of grocery lines and methods than he was in the by-gone days when perhaps he needed the knowledge most. Mr. Werrett has made some mistakes, like everybody else, and he admits it. But a few minutes personal contact with the man shows that any errors that may have been committed have been more than balanced by the experience he has gained in making them.

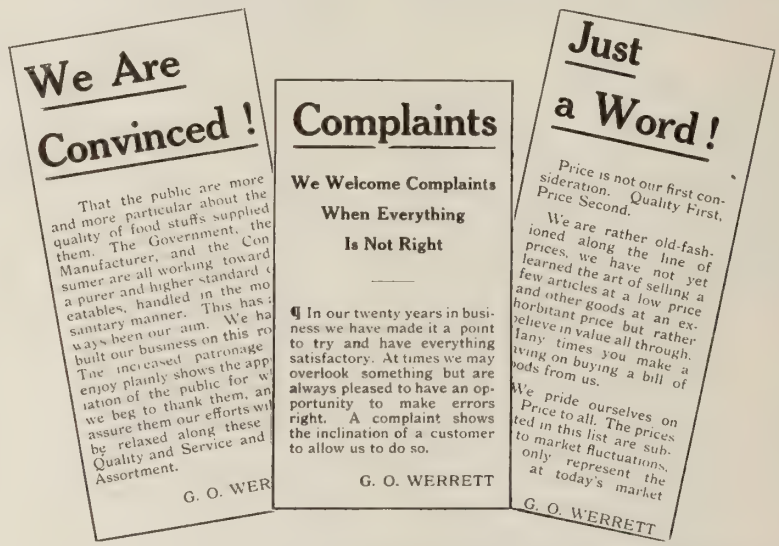
But to get down to brass tacks—how does this man, you ask, increase his business, apart from the occasional gaining of a new customer?

Student of Human Nature.

In short, he does it by studying human nature. His one great card is—Sell New Goods. He has almost a passion for new goods and has a score and one ways of introducing them to the public. If you asked him for caviare from the Caspian Sea he would have it on the counter instantly. He sells a canning compound secured from a foreign country. He has a new breakfast food called corn-puffs; a tapioca from the New England States; a cake flour from Indiana; a certain housecleaning line from Ohio; a new powdered coffee that could scarcely be found anywhere else in Canada, and a dozen and one other exclusive lines with which some of us have never yet made acquaintance.

It is pleasing to state that Mr. Werrett has found the sources of many of the profitable lines he carries from the advertising pages of Canadian Grocer. "In fact," he said to the writer during the conversation, "one of the first things I do when the paper comes in is to read the advertisements"—which was score "one" for the advertising department. From the pages of this paper he has purchased goods of every description—goods that have helped a great deal in raising the turnover from year to year, and the net profits.

In the cellar of the Werrett store are many lines of new goods that he has ordered in this way. By the way, this is a model cellar from the standpoint of keeping goods in the best of condition. The floor is of concrete and part way up the stone wall is also lined with concrete to keep the rats from finding a home. Upright shelving has been installed, the rows being far enough apart to allow a person to walk between them. This allows at all times a free circulation of air between the canned and other goods on the shelves and thus keeps them in good condition.



Last year Mr. Werrett got out an attractive booklet and price list with several informative and carefully written pages like the above three samples.

In neat displays on the counter and on special display stands are to be found samples of the goods this merchant and his salesmen are most anxious to sell. At the same time he uses the columns of the Simcoe papers to tell about the new goods that arrive from time to time. Manufacturers are asked to co-operate in helping to get a footing in Simcoe for their goods. In some cases he sends these manufacturers a list of his customers and each receives a sample of the goods with literature describing them. This co-operation between dealer and manufacturer, Mr. Werrett says, brings him in many an extra dollar.

Clerks That Are Salesmen.

Here is the stamp of salesman this merchant employs:

He stocks three brands of corn starch. "Which of those brands do you make the most profit on, Mr. Werrett, and which is the best," was a question one of them asked him on one occasion.

"I know the one that bears the highest margin," he replied, "but I cannot tell for a certainty which produces the best results on the table. But I tell you what you do — take a sample of each

(Continued on page 104.)

Developing Clerks' Interest by Co-operation

Proprietor of Western Store Encourages the Staff to Discuss Matters at Any Time—Going After Business by Installing Equipment That Attracts and Sells the Goods—Conducts Bright, Roomy and Attractive Store.

"ALWAYS accessible to members of the staff!" Doesn't that denote co-operation between the proprietor and his clerks?

The phrase was used by a man who has visited more than once the fine grocery store of the Burridge Mercantile Company, of Victoria, B.C. "He has a pleasing personality and is always accessible to the members of his staff," are his words in reference to the proprietor, Mr. Burridge, who has been identified with the grocery business in Victroia for the past six years.

The success of many a merchant and indeed of many in other walks of life, can be attributed to that spirit of friendly co-operation between the head and the staff to whose energy and ambitions are due the safe and sound conduct of the buying, selling and business affairs. That is one of the strong foundations of the business of the Burridge Mercantile Co.

From Nova Scotia.

The store of the company, as the accompanying general illustration indicates is roomy, bright and cheerful and so arranged to display the goods to the best advantage to the people who enter it. Mr. Burridge was formerly in business at the other side of the continent—in Nova Scotia. He came out to Victoria about six years ago and purchased the long-established business of Johns Bros. After being in the old store about three years he built the block in which his store is now located. About the same time he purchased the Paterson Mercantile Business in Victoria West, and has been operating it since as a branch store. Mr. Burridge is a Shelton graduate. He is a student of business life, and is always on the look-out for new ideas to further develop his business.

The building was erected for Mr. Burridge three years ago and the main floor was specially designed for his grocery, meat and provision business. Window space in any grocery store is a valuable asset and in planning the store Mr. Burridge kept this well in mind for the windows, which front on two streets, are always attractive and in themselves present a pressing invitation to passers-by to "come inside."



Neat display of jams and bottle goods on counters and stands is one of the features of this attractive store of the Burridge Mercantile Co., of Victoria, B.C.

For Rapid Work.

A survey of this attractive store interior further demonstrates the trend of the grocery trade in so far as neat arrangement is concerned in the selling of goods. Not only do the fixtures and equipment increase the sales but as a convenience in rapid merchandising they play their part, and an important part too.

Refrigerator and Slicer Treble Meat Business

Former Was of Display Style and Was Placed in Prominent Position—New Bin Fixtures Add to Store Appearance—A Firm That Pins Great Faith to Newspaper Advertising.

Written Especially for Canadian Grocer.

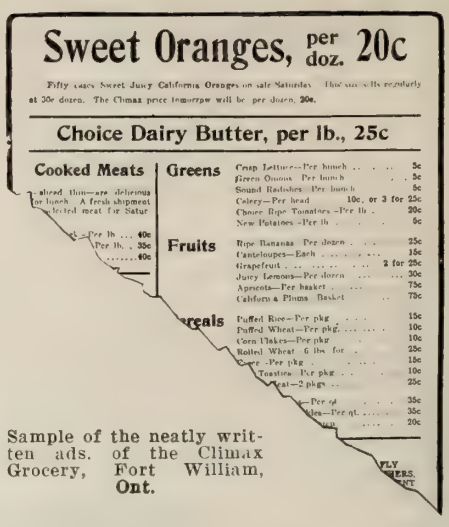
THERE are two outstanding features to the Climax Grocery, Fort William, Ont.—one is that its advertisements in the local papers are among the best arranged and most effective in Canada; and, secondly, there have recently been installed new dust-proof counters and refrigerator, which have added 50 per cent. to the appearance of the store.

The most remarkable improvement effected was in the meat department. Besides the display refrigerator seen in the centre of the picture, a meat slicer was installed. Prior to this time, the Climax Grocery did not go in much for sliced meat business. With the arrival of the new machine and the refrigerator, this section of the business was advertised extensively in the local newspapers, and inside of five weeks the sliced meat business had trebled. At present the machine is being worked full time on Saturdays, and meat cannot be cut fast enough to supply the demand. This remarkable fillip to the meat end of the business was secured by installing the new refrigerator and slicer, aided by effective advertising.

Results from the counters with their display fronts cannot, of course, be pointed to so easily. They have created a new atmosphere in the store, and are handier for carrying goods, as well as being sanitary.

Readers of Canadian Grocer are familiar with the name of J. J. Freed, who at various times has won prizes offered by this paper for best newspaper ads. He is in charge of this work for the Climax Grocery, as well as being head clerk. His most effective ads. are three columns wide, 8 inches deep, enclosed in a panel, and invariably begin with a three-column heading in large lower case type. Below that, the matter is set one column wide, the two outside columns being reserved for a series of articles, the name of the article being in larger type than the price. The centre column is reserved for specials—usually three.

The question is often asked, Does advertising pay? Mr. Freed says he has never known an advertisement not to bring results, and there is always an unusual demand for every item advertised. W. G. L. Evans, proprietor of the store, has implicit faith in this kind of advertising. Circulars have never been used, although they have often been considered as a means of helping the newspaper advertising.



Sample of the neatly written ads. of the Climax Grocery, Fort William, Ont.

The Climax Grocery ad. became so much in demand, there were people coming to the store who had seen certain items, but had forgotten them. It became necessary to have the ad. framed each day. A neat glass frame was secured and placed on the counter so that customers could see it easily. This system has been followed out in other stores, and there are many who could copy it to advantage.



Interior view of the Climax Grocery, Fort William, Ont. On left centre is handsome refrigerator counter and meat slicer, which are responsible for greatly increasing meat sales.

Using Daylight to Display and Sell Goods

"The Daylight Store" is the Slogan of W. B. McKay Co., Sussex, N.B., Proprietors of a General Store Which is Outgrowing the Term—Modern Fixtures and Equipment Installed to Follow up Idea of Letting People See Merchandise for Themselves.

Prepared for Canadian Grocer by Staff Correspondent.

TO visit the establishment of W. B. McKay Co., Limited, is to get a good impression of Sussex, N.B. Not that it is necessary to visit this remarkable store to get a good impression of the prosperous business centre which serves a goodly section of the province, but the town gains considerably in business prestige from the new McKay establishment, with its splendid equipment and efficient methods.

In fact there are many larger places which would find such an establishment an asset—the population of Sussex is but a little more than 2,000. This is the way in which such a visit appealed to a representative of this publication on a recent trip through the Maritime Provinces.

The "Daylight Store" is the name which has been given to the establishment—a pretentious name somewhat in these days when there are few stores which do not accept the principle that there cannot be too much light—but one which is not misplaced. In fact, the slogan is not the boast of the firm, but rather the acceptance of a compliment which has been passed by many visitors to the town, including commercial men who have travelled through many sections of the Dominion.

That there cannot be too much light in modern business is the idea upon which the new store building was constructed — and this is applied in a large degree to the methods of conducting the business as well. Fronted by large plate glass windows on both floors and with large windows at rear and on the sides, the interior color scheme is entirely in white, which gives the best possible reflection, and at night there are tungsten electric lamps, and many of them.

Sussex Pioneers.

Dating back before the year 1850, this concern under different firm names has built up a reputation for service, and to-day in new premises the firm has the reputation of conducting one of the best general stores in the province—and it is almost outgrowing the term "general store" from the manner in which the different departments are handled. Their business system is explained fully in the next article.

The present establishment has a fifty-foot front and a depth of one hundred and ten feet and the whole lay-out and arrangement of the different departments is with a well-planned idea of securing the highest efficiency in service. On the ground floor are sold dry goods and boots and shoes, men's furnishings and clothing on one side, and on the other is located the hardware and grocery and crockery departments.

This ground floor is divided into two sections with two entrances and three display windows, the one in the centre being unusually large. While there is a partition running down the centre it does not go the whole way and there is an open section about fifty feet from the front by which there is easy access from one side to the other and a convenient way to the stairway. At the front there is also a narrow connecting doorway for the convenience of the employees of the store.

Selling On Sight.

The whole layout of the ground floor is with the idea of expediting business and the public is given every opportunity to buy goods on sight, there being an extensive use of modern fixtures which show to good advantage with the splendid lighting facilities. It is the idea to place every possible article in a position where it can be seen by the customers —full credit is given to the power of suggestion in making sales and at the same time there is a great saving of trouble in not having to bring out all the goods which a customer may wish to see.

Modern Grocery Equipment.

In the grocery department, particularly, the effective lighting system gives an advantage which is followed up by an installation of modern fixtures and equipment. There are sanitary dust-proof receptacles for dried fruits, spices and all bulk goods which are stored in bins rather than the unsightly barrels which have been a time-honored feature of the general store. The management also recognizes the advantage of modern inventions to facilitate service to the public and the computing scales have been installed in addition to a modern cheese-cutter and meat slicing machine.

Opposite the grocery department is located the hardware section, also equipped with modern fixtures and with handsome silent salesmen. The idea of handling the different lines so that they can be seen by the customer readily is followed out here by the installation of small drawers for holding different lines and placing samples of the articles on the outside while the stocks are easy of access. There are also glass-fronted wall-cases for showing some of the larger lines.



The grocery and hardware departments of the general store of W. B. McKay Co., Sussex, N.B.

Dry Goods and Furnishings.

Modern equipment is also used in the dry goods, shoe, and men's furnishings departments, which have been installed and arranged with the view to showing the largest possible amount of goods.

Conveniently Located Office.

The location of the office is a feature of the interior arrangement. Situated about half way back in the store it has been raised sufficiently to allow passage underneath and has a commanding view of the store, as it extends into both of the ground floor sections. It is reached from the stairway leading to the second floor. This stairway offers the greatest possible convenience to the store's patrons, there being steps to both the right and left from both sections of the ground floor.

The lighting features of the ground floor are followed out up stairs, where in addition to the large front and rear windows there are also some side lights. The whole of the second floor is without partitions. From the stair to the front of the building on the right side are shown millinery, ladies' whitewear, corsets and ready-to-wear. On the left side are carpets, linoleum, oilcloths, blankets, curtains and house furnishings. The entire centre for the full length is taken up with a well displayed stock of furniture.

On the second floor also are the Christmas displays of toys, dolls and novelties and there is plenty of room for the little people to enjoy themselves.

Four Warehouses Maintained.

In connection with the store the firm uses four large warehouses in which are handled flour and feed, wool, molasses, nails and other lines of heavy goods. The sizes of these warehouses are: 30 x 60 ft., 30 x 40 ft., 25 x 60 ft., and 28 x 65 ft.

Other features are fireproof vaults, cold storage vaults, sanitary refrigerators, convenient lavatories, etc., while aid is given to service by an up-to-date cash carrier system.

One of the foundation stones upon which this business has been built is in giving service to the customers, and this applies to the small things as well as carrying complete stocks. Particular attention is paid to deliveries and goods are sent to all parts of the town, while on Mondays, Wednesdays, Fridays and Saturdays orders are taken. The store is kept open until eight o'clock in the evening on Tuesday and Thursday nights and on Saturday until ten o'clock; other evenings the closing hour is six.

The grocery and crockery departments are in charge of Gordon McKay, who occupies the position of sales manager. J. W. McCash is assistant sales and advertising manager and has charge of the dry goods section, while M. S. Gamblin is manager of the shoe department. A total staff of fifteen is employed.

A BIT OF HISTORY.

The original store of the McKay Co. in Sussex, N.B., was built by James E. White & Co., in 1858, *but this firm had been in Sussex for some years, at that time having located in* 1848 *or* 1849. *Some years later the name was changed to C. T. White & Co.*

It was in April, 1872, *that W. B. McKay became connected with the establishment. A few years later the firm name became White & McLeod, continuing thus for two years when Mr. White sold his interest to Mr. McKay and the style was then changed to McLeod-McKay Co. Shortly after Mr. McLeod retired from the business and his share was taken over by C. T. White. Again there was a change about two years later, by which Mr. McKay sold his interest to Mr. White, but he remained with the store, the firm being C. T. White Co.*

In 1881 *C. T. White sold the business to Mr. McKay and a company was formed under the style W. B. McKay & Co.*

In 1910, *on the* 20*th of July, the business was incorporated under the name W. B. McKay Co., Ltd., with* $50,000 *capital.*

Educating Customers to Buy on Friday

How Young Grocery Merchant at Oshawa, Ont., Induced Patrons to Phone Usual Saturday Orders the Day Before—Result, Better Service and Decks Cleared for Market Day.

THERE seems to still live in the minds of a great many people the idea that they must buy their groceries on Saturday. For the average resident of the city or town this Saturday shopping is about as sensible an institution as the Saturday bath. For the farmer Saturday buying is a good arrangement. It is his market day and he naturally buys when he is in town; but it is no further from the average town residence to the corner or the down-town grocery on Friday or any other day than it is on Saturday. There are no better prices prevailing on the Saturday and certainly the service is not likely to be so good.

Then if there are no advantages in Saturday buying—and some disadvantages in fact—why do so many people order their groceries on this day? The answer is HABIT; and the cure is EDUCATION. People send in their orders on Saturday because they have always done so; without thinking they follow in the habit of the old custom of market day buying when the housewife carried her basket on her arm and went down and selected her own supply of butter and eggs.

BIG BUSINESS ON FRIDAY.

R. R. Beaton, the second of the generation in the retail grocery store of Beaton at Oshawa, Ont., is one of these who has tried the education method to overcome the difficulty, and the result is that to-day in the Beaton store when it comes to Friday it is one of the busy days of the week instead of being the calm before the Saturday storm.

Mr. Beaton decided that there were too many orders coming from the regular customers of the store on Saturday when there was a rush of district business as there always is in a market town. He decided that there was no reason why these orders could not be filled on Friday when there was so little to do in the store and that by this means better service could be given to the town customers, while at the same time the decks would be kept clear for looking after country customers on the Saturday.

That was about eight years ago. To-day there are two telephones in the store and both of them are very busy on Friday. The education process has resulted in seventy to eighty orders being telephoned in on Friday, and it is not necessary to call up with reminders. The customers soon appreciated the fact that they were able to get much better service on Friday than on Saturday and now they get their orders in on that day. The result is that there is a much more satisfactory service and deliveries can be finished in a reasonable time without keeping the drivers out until midnight, which is so often the result of heavy Saturday evening shopping.



Elzear Turcotte's two fine motor delivery cars in Quebec City.

The Place of the Auto in the Delivery Problem

Experiences of Quebec and Ontario Dealers Who Have Installed the New System—"Well Satisfied so Far," Says One—"Just What Was Required," the Way the Other Puts It.

THERE are a great many grocers throughout the country who can lay claim to the first possession in their respective places of business of an automobile delivery. Among these is Elzear Turcotte, epiceries, of Quebec, P.Q. Mr. Turcotte has been a grocer in the ancient and picturesque capital for a good many years, and is a member of the trade who has kept face to face with the new conditions that have from time to time developed.

It was last April that he decided to establish the automobile delivery, and as the picture shows, he has two handsome cars that go about the city carrying not only the goods to be delivered, but a splendid advertisement as well—for every housewife likes to see as neat an outfit as possible stop at her door.

At the time Mr. Turcotte was interviewed regarding the service and cost of delivery he had not had sufficient experience to speak with any degree of accuracy. Nevertheless, he spoke as being highly pleased with the system so far. "Up to the present," he said, "I am satisfied with my experience, as the two motors take the place of three horses and delivery wagons, and the cost of operation and the service seems to justify the change."

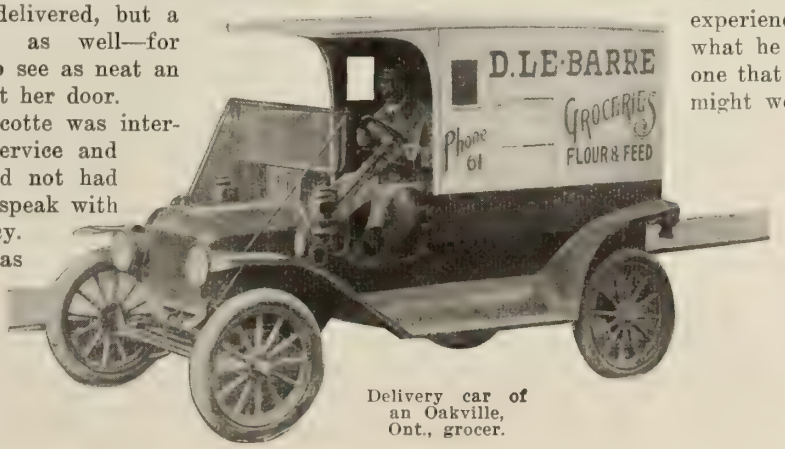
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Oil Tank Under the Auto.

David Le Barre, an Oakville, Ont., grocer, is still another who has taken to the automobile delivery system. A cut of his machine is shown herewith. In referring to the installation of this new car, a correspondent in Oakville says:

"The old order of things is fast passing away in the grocery trade as in all other lines. New ideas are being formulated and put into effect. One of the brightest of the business men of Oakville is 'Davie' Le Barre, the West Side grocer, who has recently put on the road a splendid new auto delivery. The increase in trade made this departure compulsory, so that orders might be filled more promptly. Mr. Le Barre showed himself to be something of an inventive genius by installing under the car two large coal oil tanks, with taps, to offset the necessity for carrying cans and to oblige his customers by saving them the trouble of taking their cans to his store.

"He has disposed of his delivery horse and vehicles, and after several weeks of experience finds the auto delivery is just what he requires. The oil tank idea is one that other owners of auto deliveries might well copy."



Delivery car of an Oakville, Ont., grocer.

H. D. Henry of Henry & Glackin, grocers of St. Catharines, Ont., is in favor of the weekly half-holiday falling on Saturday afternoon. It gives, he points out, a merchant an opportunity to go somewhere and have a reasonable amount of time for a visit.

Window Trimming

In the following pages are presented the winning Christmas windows that were entered in our contest a year ago. These will be found to be of an especially high order and in them are contained many suggestions that should appeal to the trade, or those members of it, who have the trimming of the windows to look after. Christmas goods are shown exclusively.

One window trim of Christmas goods should not suffice the dealer this year. The more real good displays shown the greater will be the sale of Christmas goods.

CANADIAN GROCER has never had the pleasure of presenting to its readers a finer array of Christmas window displays, than appear in this issue. They are the six winners in our 1913 Christmas window dressing contest. It would, we consider, be a safe statement to make that these displays are the finest half dozen that could be secured on the American continent, if not in the world. It was a good many years ago since Canadian Grocer first established this annual competition and the improvements made in display as shown each year by those displays entered in the contests, has been quite perceptible. It is natural to suppose that when the 1914 results are presented, the array will be even more splendid.

While the winners in last year's contests were announced in January, only two of the pictures were reproduced at that time. All are shown herewith because now is the time they will come in the handiest with suggestions for the Christmas displays of this year. The occasion will soon be around again when the grocer will be launching the biggest holiday campaign of the year. The Great Day is less than three months hence. The displays on the following pages all contain suggestions that could be used with profit in, what every dealer must make, the best trim of all the year. We would offer the suggestion that these illustrations be kept on file so that they can be brought into requisition just as soon as they are required. We ourselves naturally take a great deal of pride in the rapid advance of the art of window dressing in Canada. Ever since the paper was established, 28 years ago, our best endeavors have been concentrated upon successful window dressing. Hundreds of illustrations have been shown, and the annual competitions, in recent years have, we feel sure, done much to encourage the art.

Others to come later.

A large number of especially fine windows were submitted for the contest in December a year ago which did not come within the prize range, but many of these are of such a high calibre that they will be shown in future issues between now and Christmas.

It should not be supposed that because of European disturbances there will be no Christmas trade this year. Of all the seasons of the year, the Yuletide is the one that makes the people open up their purse strings. The farming communities have been blessed with good prices this autumn, and the producers have plenty of money. While there may have been a slackening up in some of the industrial centres, in others the war has been a boon, and on the whole, prospects are good for the Christmas trade. The fact should not be overlooked that there are plenty of well-to-do people who are curtailing expenses in may ways. Most of them will be susceptible to an enticing window display. This Christmas is the time if ever when the most appealing trims should be undertaken. Canadian Grocer would urge that every grocer begin early with windows of Christmas goods this year. Arrange to have two, three, or even four of them. Begin around the end of November or the first of December the sales of dried fruits, nuts, suet, baking powder, extracts, peels, etc. Show them in the most attractive trim the store is capable of making. Follow this up with a display of fancy Christmas lines such as

(Continued on page 77.)

LAST YEAR'S HONOR ROLL.

The winners in Class A (cities over 10,000 population), Canadian Grocer Window Dressing Contest of 1913, were the following:

First Prize—J. D. Jay, manager Dixi H. Ross & Co., Victoria, B.C.
Second Prize—George Arnold, 924 Queen St., East, Toronto, Ont.
Third Prize—E. A. Reed, Dowling & Reed, Brandon, Man.

Winners in Class B (business places under 10,000 population) were:

First Prize—C. B. Hume & Co., Revelstoke, B.C.
Second Prize—The McKenzie Co., Kelowna, B.C.
Third Prize—Ruppel & Co., Elmira, Ont.

The prizes in each class consisted of $5, $3, and $2 respectively, making ten dollars for each class and $20 altogether. Canadian Grocer will again conduct this Christmas window dressing contest, the prizes and regulations being the same as a year ago. Full particulars are given on another page. There is but one word of warning—see that you get a good picture from your photographer.



Window display shown last year by Dixi H. Ross & Co., of Victoria, B.C., which took first prize in Canadian Grocer's Christmas contest.

A Christmas Window of High Merit

THE above is the first prize winner in cities of more than 10,000 population. This display was presented to the citizens of Victoria, B.C., prior to Christmas last year and it can be easily seen from the illustration why the judges placed it among the successful contestants. It was submitted by J. D. Day, manager of Dixi H. Ross & Co., of Victoria.

The main feature in this is of course the stand in the centre upon which are shown so attractively so many goods. The high tone of the trim is to be seen in fancy baskets and vases of flowers, the abundant use of tinsel paper and the symmetrical arrangement of everything. Many high-class goods are displayed including marrons in brandy and in syrup, brandy peaches, etc. The boxes of red apples at the base could scarcely be more neatly arranged. There are fancy fruits in glass and crystallized fruits and the large fern at the top presents an added refined touch to the entire trim.

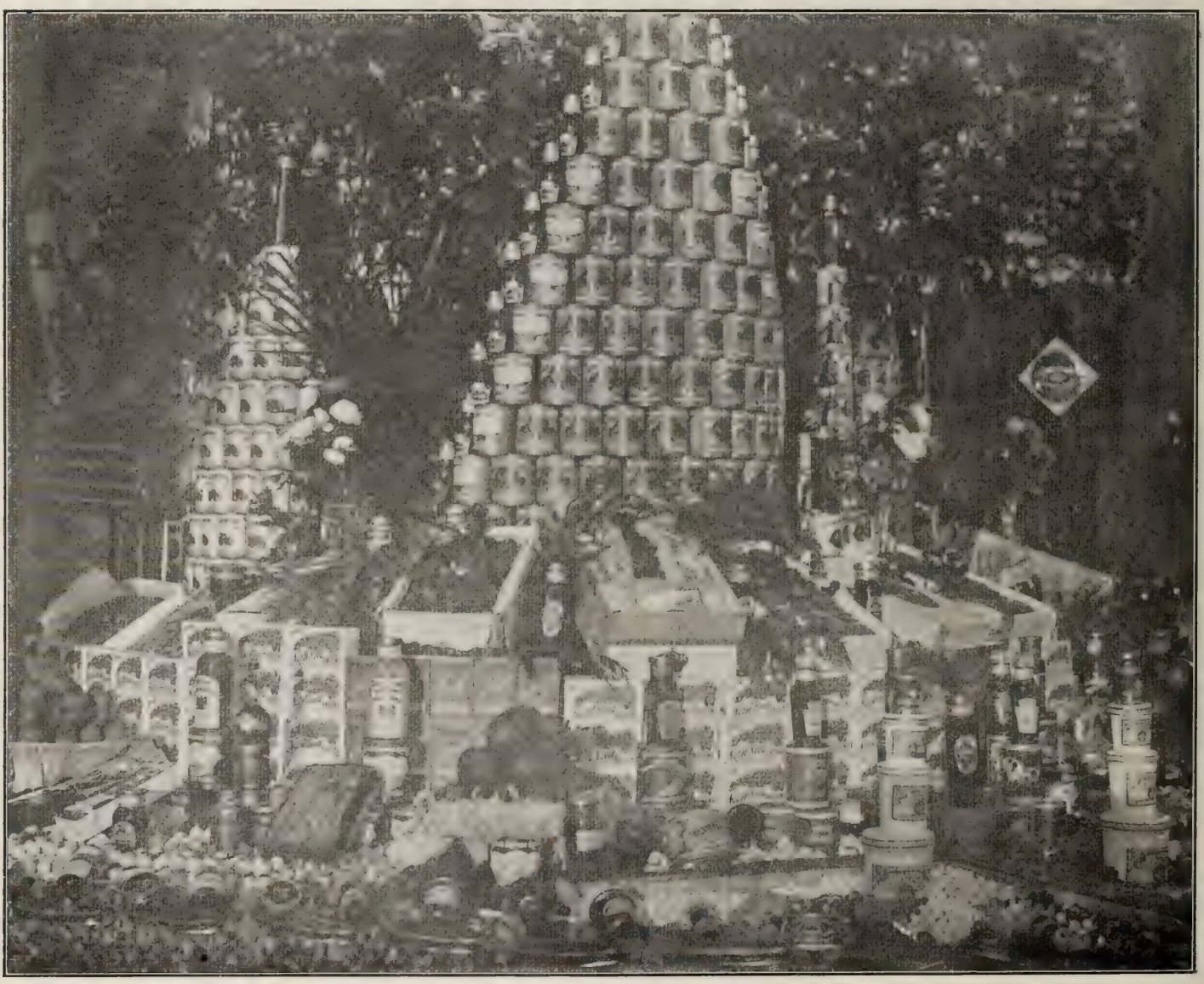
On the floor at the front are shown bleached Sultanas, currants, raisins, citron, orange and lemon peel, Valencia almonds, etc., all carefully arranged with insets of confectionery. The "Greetings" on the sides of the curtains and the curtain arrangement itself are to be commended also.

A First Prize Trim of Christmas Goods

THE population of Revelstoke, B.C., is in the neighborhood of 4,000. This illustrates that in the smaller centres of trade in Canada the art of window display has attained a high standard. In fact this trim would very easily do justice to some of the large cities. The display was made by R. M. Hume and R. M. Blair, for C. B. Hume & Co., of Revelstoke, and it captured first prize in Canadian Grocer's contest for places under 10,000 population.

From the picture it will be seen that this window is on the corner. It has three sides of glass and runs into the door. The picture was taken from one side. The background is composed of cedar boughs with palms and flowers here and there. The central feature is a large imposing semi-circular display of canned fruits that tapers up to a point—a sort of tower with a fort of Xmas goods built around the base. There are handsome boxes of various dried fruits symmetrically arranged with attractive bottles of fruits between them and ferns and cedar boughs that lend so well, to a display, that Christmassy flavor.

From these boxes of dried fruits to the floor, and supporting one end of them, are piles of package raisins. In front are pyramids of oranges, pickles, canned vegetables, cream cheese, meats in glass, fish in tins and various kinds of confectionery, nuts, figs, plum puddings, Christmas cake, etc.



Winning display in Class 2—Centres under 10,000 population. This splendid trim was shown by C. B. Hume & Co., of Revelstoke, B.C., last Christmas.

A Window Where Attractiveness Predominates

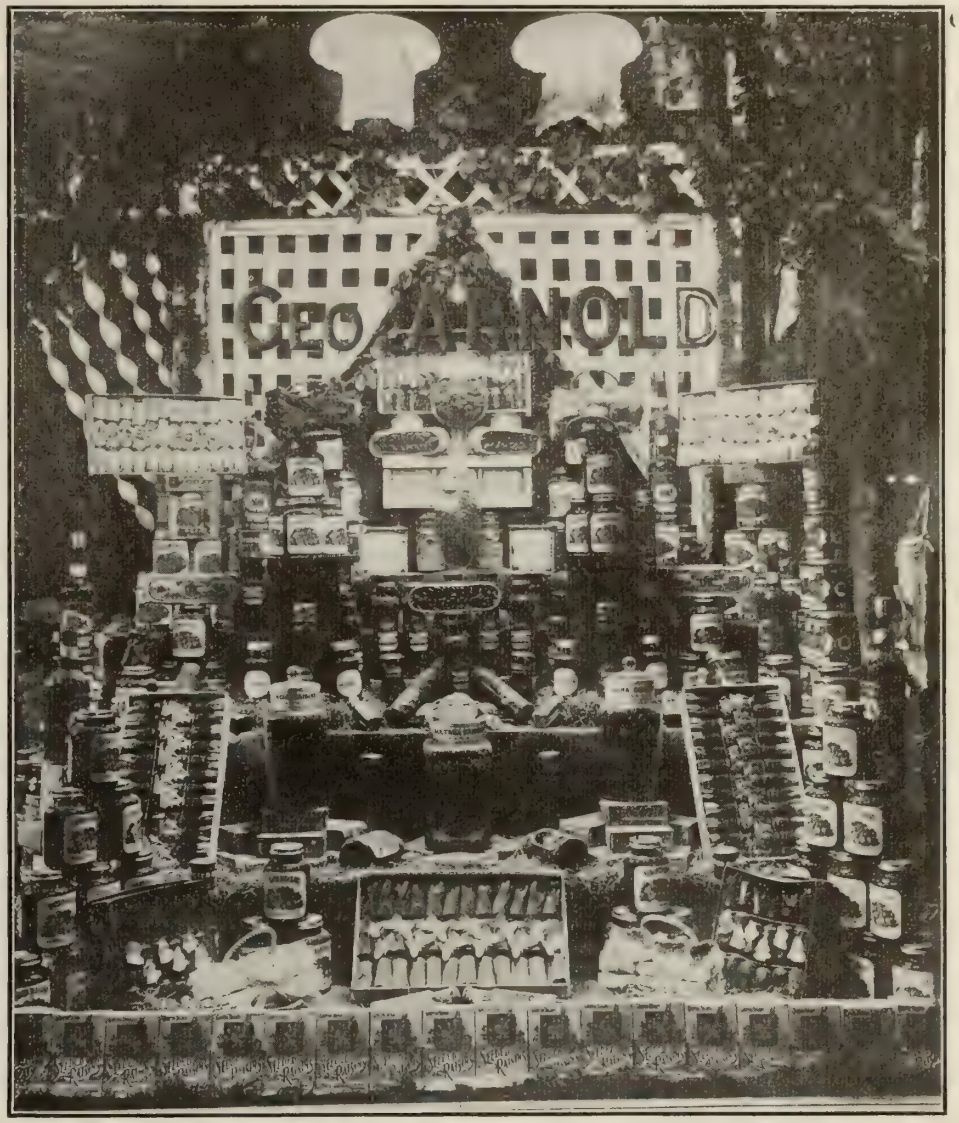
Lattice Work Background That Adds to General Appearance—Dried Fruits Shown in Glass Jars—Fancy Baskets Used—One of the Prize Winners.

ATTRACTIVENESS is assuredly one of the main features of a good Christmas window. Without it the proper attention of the passerby cannot be secured. In the display shown on this page, there is stamped the work of an artist. It should be understood, of course, that the window loses much in the taking of the picture and the picture loses something in the reproduction into an engraving. The original picture, however, presents a most tempting array of good things to eat.

This trim is the work of George Arnold, a grocer at 924 Queen st. East, Toronto. It was given second prize in the competition for cities over 10,000 population.

The lattice work on the top adds to the attractiveness of the display and there is not too much to detract from the goods themselves. The window is bordered with green wreathing with corner winks turned away from the glass a short distance. These wings were made of laths covered with white crepe paper and latticed with tinsel. The edge was trimmed with holly.

The body of the window was built up in the form of steps about 12 or 15 inches high graduating towards the back. The background was made to correspond with the front, only it was made entirely of laths and covered with white crepe paper. These wings were turned towards the glass with an electric light hanging through where the points met the cross piece at the top. The wood was covered with cheesecloth and the lattice made of white tape trimmed with holly.



Winner of Second Prize in the Class A Christmas Competition—trimmed by Geo. Arnold, a Toronto grocer.

Among the goods used in the trim were Christmas crackers, fancy cherries, olives, chicken in glass, dates, figs, table raisins, mixed peel, Valencia raisins, currants, Sultanas, shelled nuts, Christmas wines, etc. The display was a thorough Christmas one. The Christmas fruits were all shown in a sanitary manner in glass jars each jar having been labelled with the name of the fruit inside. Mr. Arnold claimed this to be a much better plan than the old one of exposing these goods to the dust and dirt that continually flies about.

There is a general air of refinement about the entire display. On the floor of the window may be observed a couple or rich looking fancy baskets containing crackers, while the glass jars artistically placed here and there add to this impression. The symmetrical arrangement of the trim is also a feature.

WINDOW TRIMMING.
(Continued from page 74.)

fancy biscuits, crackers, wines, nuts, and confectionery. There is also room for a trim of canned vegetables, bottled fruits, oranges, apples, grapefruit, etc., before the crowning effort of the holiday season is attempted in the finest window of all the year.

It is by such methods that the people who have the money will be tempted early. When they have been sold the staple articles for the Christmas baking early in the season, the dealer has a much better opportunity of giving his attention to the late buyers and to other goods as The Day actually draws nearer. While the war may have had some influence on the arrivals of fruits and nuts from the zone of hostilities, yet there will be considerable quantities on hand and business should be keen for what there are.

The time to plan the Christmas window displays is now. Show as many of them as possible. The more the better.

An Appetite-Creating Window Trim

IN DRESSING any Christmas window, the paramount problem is to make a display that will sell the goods. It may be ever so original and yet not create that necessary longing in the heart —or rather in the stomach—that means parting with the money and possession of the goods. That is the one great test of the value of a window.

A glance at the display of the McKenzie Co., Ltd., of Kelowna, B.C., which captured second prize in Class B, in Canadian Grocer's competition, demonstrates immediately that it is one that will sell the goods. It is what might be termed an appetizing window and no doubt this was primarily the reason the judges placed it in the front rank when the entries were closely examined.

This trim is easily described. In the centre foreground is a pyramid of grape fruit backed up by package dates and figs. Behind those are boxes of pulled figs and stockings and boxes of chocolates. Hanging from the top is the name of the company and behind this a large palm that lends an added tone to the entire display. On either side of the centre is a tier of Japanese oranges in boxes topped by Christmas crackers. On either side of the oranges lie boxes of Smyrna figs neatly arranged with a keg of Malaga grapes between. Above the top boxes of the figs are nests of oranges with cocoanuts on either side behind which hang Christmas stockings on a line.

At the extreme outsides are other rows of Japanese oranges surmounted by Christmas crackers. It will be seen that a number of price tickets have been used, which in a town the size of Kelowna should be valuable. Just under the name may be noticed a picture. This is of local boys and was placed in the window with a purpose—that of arousing local interest. The trim was made by Richard S. **Johnston.**

Attractive Display of a Manitoba Firm.

DOWLING & REED, of Brandon, Man., always have a fine looking Christmas window. Two years ago their entry won first prize in the contest and the display submitted last December again came within the money.

The displays of this firm are good because they are attractive and produce results. Take a general survey of the one shown opposite. Doesn't the illustration itself create an appetite for the goods? When the window is strong enough to do that, it has attained the end desired by every trimmer. And the more goods it sells and the greater the general advertising value it produces, the better the display.

The floor of the Dowling & Reed window nearest the glass is covered with neat little nests of candy imbedded among nuts, cranberries, etc. The show cards strewn among the goods tell interesting stories about them, for instance—Fancy Mixed Nuts (note the word Fancy), Xmas Nuts, Fancy Figs, Choice Mixed, etc. All these terms have a selling value which is positive. Omit the word "Fancy" or "Choice" and considerable of the value in the card is lost.

To the back of the foreground is a row of dates stretching across the window, behind which are arranged from left to right oranges, figs, fancy confectionery in boxes, Japanese oranges, etc. The row of four neat baskets containing apples and oranges, gave a fine color effect which the picture does not show. Between these are Christmas crackers, and boxes of confectionery and behind them again and below the shelf are boxes of fancy biscuits. The pillars at the sides are brought into requisition by using them to list goods such as Fancy Cheese on the left, and Oysters, and Vegetables on the right.

A sort of double display effect is secured by running a shelf across. On this is shown tins of jam, packages of dates, plum puddings, grapes, and tins of mince-meat. The foliage at the top with tinsel decoration adds to the general appearance of the trim. The "Christmas Greetings" are made from batting on a background of evergreen.



Last year's Christmas display of the McKenzie Co., Kelowna, B.C., winner of second prize in places under 10,000 population. Described on opposite page.



The attractive window of Dowling & Reed, Brandon, Man., which captured third prize in the large city class. Described on opposite page.

Possibilities of Display in the Smaller Centres

One of The Prize Winners Who Believes in Methodical Arrangement of The Trim And in Not Putting Too Many Goods In It—An Example for Every Dealer and Clerk in the Towns and Villages.



A prize winning trim from a small town. Dressed by G. P. Ruppel, of Elmira, Ont.

IN a town of some 1,500 population, one does not frequently meet with anything extra in the matter of window dressing. This display of Ruppel & Co. of Elmira, Ont., must be considered as an exception to the rule. Among a large number of small town displays it was given third prize in Canadian Grocer's Christmas contest. One who has ever been associated with life in the smaller centres can easily imagine the attention that such a window would receive from the people. It goes to show what is possible to be accomplished in the window of every store around Christmas time, and what should be done this year to get the Christmas trade.

This window was trimmed by C. Percy Ruppel, and in describing the work put on it he says:

"I built up a large pyramid in the centre, which I covered with bright red and white paper (crepe). The sides and back of the window are decorated with holly and twisted crepe paper which gives it an attractive appearance. I built up pyramids with fancy bottle goods, fruits, candies, shelled nuts, etc., after which was placed a row of large oranges around the pyramid. To give the sides of background a better appearance I built them up as shown in the photograph, with canned fruits and with two large cones of nuts. The ground floor was filled in with nuts and figs, and several cards printed on pure white paper with jet black lettering were used in several places, only enough of them so as not to crowd the window. On one side of the background was placed a large card, "Our Motto. Quality," and "Merry Christmas to You All," on the other side.

Doesn't Crowd His Displays.

My idea in window dressing is that all does not depend on how much you place in a window just merely to get it filled. There should not be too much in a display, and what there is should be arranged systematically. Many merchants do not see the value of window trimming even in groceries, and I feel confident that in the end it pays to change your windows often in order to keep those who pass by interested in the goods you have to sell.

"As one interested in window dressing, I know much can be done and should be done to improve matters regarding dressing grocery windows, especially in the small towns and villages. We have to thank Canadian Grocer for the deep interest you are taking in improving conditions regarding this important matter, and we trust that much good may come from your efforts."

Mr. Ruppel, as will be seen from his letter, is a faithful student of window trimming.

Panoramic Picture of Grocers on a Dark Night

Story of a Ride With a Provision Traveller Who Analyzed His Customers—Their Successes and Failures Reviewed—How This One and That Pulled Through Stormy Seas.

Written for Canadian Grocer by John H. Barton

This interesting story from the pen of Mr. Barton gives a little inside history into the ups and downs that encourage and beset the path of the retail grocer who is out to win his spurs. Many are the heart-interest stories that the knight of the grip could tell. Those given here are a sample of the wide knowledge about the men in business to-day, that has been attained by the constant coming and going of the commercial traveler. This story will be found a fascinating one by every member of the trade.—The Editor.

IT was getting towards night. I had been chatting with a grocer in the suburbs, when a provision traveler entered, and, after catching a few sentences of the conversation, commenced to air his views in a most determined manner. He seemed a man who knew the grocer through and through. He admitted himself that he knew more about the average grocer's business than the grocer knew himself, adding that there was no business like provisions for getting a close peep at a man's affairs.

His knowledge along these lines was so profound, I was glad when he offered to drive me back to the city in his buggy. In that short ride he upheld his reputation, for he reviewed the history of a dozen grocers.

Referring to the grocer, whose store we had just left, I said: "He is doing an excellent high class business."

"Yes," he replied, "a very good business. We have no need to be afraid of men doing a high class trade. They've got the money; it's these fellows who are always cutting prices we have to watch."

I reminded him of a young grocer in this suburb who had built up a splendid business in two years, whose success was due to his ability to sell at rock bottom prices.

"Yes," he admitted, "but he's a live one. I've known him since the day he began. He's building on a solid foundation. He knows how to buy, and then you know, he's got his father to help him—a man whom he can trust while he is away from the store."

An Instance of "Hindsight."

This led him off at a tangent. He started right in to tell me a story about a grocer in the city who used to drive off with the rig early in the morning to buy produce at the market. "He left his store in charge of his clerk, who was robbing him right and left. It would have been far better for him to have let fruit and vegetables alone, and looked after his business. A straighter fellow I never knew, nor one who worked harder to keep his business up; but he was going under. He worked until he had one foot in the grave, and then was compelled to sell out. The man who bought it has made a little fortune already. That's what a dishonest clerk did for him. An honest clerk is a great asset."

"It reminds me," I broke in, "of an Ottawa grocer, who was pestered to death for years by dishonest clerks. One day he discovered an honest one who had several brothers. As each clerk left, a brother was bought in, until the whole staff was composed of boys from one family, everyone honest. There was this advantage, too: brothers are very anxious to teach one another, which cannot be said of strangers."

"When there's an honest one in a family," said the provision man, "they are usually all honest, and the reverse is true, too."

Behind in His Payment.

I held the reins for a minute while he made a last call. When he returned, he said:

"That man owed us over $200, and could not pay it. You can put a man out of business, you know, if he owes you that amount, and can't pay. I haven't got the heart to do that. One or two of the boys got together, and decided to take what he owed them in small sums. Now he's getting back on to his feet again.

"There was another grocer in C——— who owed me $200. He was running a C.O.D. business with me, but one day I said, 'What about that back account?' He answered, 'I can't pay it, and that's all there's to it.' 'But,' I said, 'you don't think we are going to throw away $200.' 'You can do whatever you like about it,' he said. 'Well,' I replied, somewhat staggered, 'if I were to take that message to the office, they'd close you up so quick, you'd be knocked silly.' His face changed, and his tone. 'Well, Mr. J——,' he said, 'it's simply like this, my customers won't pay me, and I haven't got the money to pay you.' 'But,' I said, 'you can surely pay me five or ten dollars a week.' 'Do you mean to say,' he asked, 'that you would take it like that?' 'I certainly will,' I said; 'that's much better than fifty cents on the dollar.' To-day, he has nearly paid off the whole amount, whereas, if I had taken his message to the firm, he would have been out of business sure."

We were now beginning to enter the city, and the rubber tires of the buggy were bumping over the granite blocks. Now and again we passed a small grocery busy with trade which comes in around supper time.

Manufacturer Now a Grocer.

"There's a man," said the traveler, pointing to one of these small groceries, 'who used to manage a large manufacturing concern in this city. Somehow he lost his job, and started in there. He has built up quite a nice little trade.

"That man there used to be in another section of the city, but he was indiscreet in giving credit. A move was necessary to save him. He does a cash business now, and is redeeming his past. Surprising what a change a new location will make in a man.

"Now you see that splendid store at the corner. It is one of the most elaborately equipped establishments in the city. Fixtures, lighting, and everything are of the best. He is catering to a high class trade. He made his money in a low class section. It was a good business, but inclined to be messy: the kind of place they wrap bacon in newspapers. When he built this new store I don't think he realized what a different locality he was moving into. Sometimes he gets annoyed at a customer and flares up as he used to in the old store. But it won't do in this locality, and he's beginning to realize it. However, he's got a splendid store, and will do well.

"You see the man behind the counter in this store. He's a young fellow who started up in a small way five years ago. I found him, and took a chance. He's turned out all right, and is doing a nice business."

I asker the provision man regarding a grocer in another suburb whom I had formerly known.

"Yes, poor K——," he replied; "he

(Continued on page 83.)

From a Canvas Tent to a Big Department Store

P. C. Duncan Co. Among the Pioneers of a Southern Saskatchewan Town—How the Business Expanded—A Suggestion for the Clerk—Equipment of the Grocery Store.

Written by a Staff Correspondent.

AND then, turning to his clerks, S. E. Turner, manager of the grocery department of the P. C. Duncan Co., Ltd., Estevan, said: "They are good clerks; they have been little gentlemen. It has always been our policy to give good salaries to right men." Mr. Turner had been discussing methods of selling, Saturday specials, doing a little jobbing on the side, and so forth. He thought his clerks were an integral part of the business, so he continued:

"If clerks—good level-headed men—would only interest themselves in public matters, they would help themselves and their employees."

Mr. Turner himself has been chairman of the school board in Estevan for several years. P. C. Duncan, the president of the company, has been mayor, and everything else in the civic honor line. Other members of the firm have held public offices, and Mr. Turner was trying to show Canadian Grocer's representative what opportunities these afforded for helping the business along.

What he really said in a half hour interview covered the history of a large general store in a Saskatchewan town, from its birth under canvas, to its present state as a department store.

It is twenty-three years since P. C. Duncan went to Estevan and started in business. Codville's, Ltd., of Winnipeg, supplied him with his first car of groceries. Estevan was then only a canvas town, the steel having only just arrived. P. C. Duncan is one of the few old-timers left, but despite his long residence in the town, he has modern views, and is one of the leaders in projects for furthering the interests of the town.

The Growth of Estevan.

Estevan did not experience much growth twenty-three years ago. Even eight years ago, the population was only 400, whereas to-day it is close on 5,000. The most rapid growth took place four years ago, when the natural resources of coal and clay became known throughout the Dominion. The present Duncan store was erected twelve years ago, the lines handled then being flour and feed, furniture and hardware, the upper storey being used as the town hall. Five years ago dry goods and groceries were added, when an amalgamation with other Estevan stores took place, forming a limited company.

Saturday and Monday specials is one of the methods of this store. Mr. Turner said he has seen 150 orders laid over Saturday night, unable to be filled. It was necessary to place a man on the phone announcing the fact that owing to pressure on counter trade, orders could not be touched until Monday.

When Estevan began to grow in leaps and bounds, Duncan's soon perceived the necessity of a better delivery system. The town was split into two, and a covered van put on the road, making five deliveries a day to each part of the town. The equipment in the grocery department was brought up to date, two large electric coffee mills being installed, electric computing scales, rotary meat slicers, cash carrier system, and the cash register. No credit is given. The local papers are used for advertising, as well as several small papers in outlying districts. The territory served by Estevan is a large one, being nine miles from the United States border, and the nearest town out of reach.

P. C. Duncan has now practically retired from the business, his son, Stanley Duncan, being in charge.



Upper picture is a corner in the grocery department of the P. C. Duncan department store in Estevan, Sask. Lower view is of the front.

High positions mean work from youth on to the end. This work develops brain power so that when growth has been vigorous the man is equipped for big things. He has learned details from the start, is master of his calling; never dawdles, loves his calling,

New Equipment is Saving and Making Money

Canadian Dealers Relate Experience With Such Store Assistants as Account Registers, Coffee Grinders, Computing Scales, Self Measuring Oil Pump and Meat Slicer—Selling Aids That Grocers Should Look Into.

FOR the last five years J. A. Tremblay & Co., 75 Victoria avenue, St. Lambert, Que., have been using a system of bookkeeping which, in a way resembles that on which the modern account register works. Two sections of his open fixtures behind the counter were divided into small compartments, each of which contained an account book. The name of each one was written on a gum label, affixed above the compartment. The amount of each sales slip was entered into the customer's book, and from this book accounts were rendered at the end of each month. In case of a dispute, reference could be made to duplicates in the sales books. Besides using the gum labels for customers' names, he also wrote their telephone numbers there, so that he did not require to look in the book whenever he wished to speak to a customer.

Such a system, he explained, while handy in many respects, meant a lot of extra work as compared with an account register. For five years this firm has managed to get along with this system, taking care of over a hundred customers, but with a growing business, they have decided now to install a 200 account register, which they consider will be a considerable saving in time, and will pay for itself in the long run. The business is being run by Joseph Bouchard and M. Martel.

* * *

Some time ago J. A. Tremblay & Co., introduced a computing scale and a meat slicer into their store. They claim to have increased their meat sales a third as a result, but also claim another saving. Formerly, when they used a knife, they took care not to cut more than a pound when a pound was ordered. Now they are not so careful, as when the meat is placed on the computing scale, if it is a little over, the scale records a slightly higher price. Nine customers out of ten will pay the difference. With the old scale it would have been necessary either to take part of it back or lose the difference. Thus time is saved, as well as money.

* * *

Frank H. Taylor, a Niagara Falls, Ont., grocer, looks after his accounts with a four-hundred account credit register. This is found to be of splendid service as it removes the necessity of late work in posting books and sending out the tiresome monthly itemized accounts of former days. At the same time it tends to the elimination of errors in accounts as the customer watches the totals closely.

"The only thing to have," is the way a member of the staff expressed himself in reference to a self-measuring oil pump. This is located in the rear of the basement and as there is a back door leading to it there is no trouble experienced in filling orders. "And it keeps the smell of the oil away from everything," he added, and into the bargain there is no waste.

During the year a new coffee grinder has been installed and coffee sales have increased noticeably since. On occasions the store is completely out of coffee on this account and at times it has to be brought in by express.

* * *

"Wouldn't be without it," is the way Robert Pierson, a St. Catharines, Ont., grocer refers to his account register.

* * *

Scott's, Smith Falls, Ont., recently installed a new meat cutter in their grocery department. Prior to that, meats were slashed up with a knife to any thickness. Mr. Scott says that his business in meats has increased fully 50 per cent. since he installed the cutter. Other Eastern Ontario grocers who have installed these machines report equally gratifying results.

* * *

There are two converts to the electric coffee mill idea in Oshawa, Ont., and the fact that the Beaton and the Kyle groceries are in competition would indicate that the grinders are actual business increasers. At both stores there are very satisfactory reports of the greater demand for coffee which has resulted from having these modern machines installed. Mr. Beaton states that the customers of the store displayed a marked interest in this modern equipment and it was easy to turn this interest into sales by talking about the machine, how it is operated, etc.

* * *

The business in sliced ham has greatly increased in the store of W. H. Martin of Niagara Falls, (South) Ont., since the installation of a meat slicer.

"We have worked up a considerable trade," stated a member of the staff, "among lodges here simply by being in a position to slice cooked ham so well with the slicer. They know that we can supply them with any thickness they desire and in a short time. We also do a big business with churches and Sunday schools around their anniversary times.

"It is found too, that to many of those buying the ham, we can also sell other goods such as coffee, sugar, pickles and biscuits."

Here is some strong evidence to show that in many cases the increase in the sale of one line helps the sale of another. This meat slicer must certainly be considered a good investment.

The Martin store is also fitted up with dust-proof bins with glass fronts for the display of goods, and these are considered a splendid asset in the matter of getting business. Other equipment in this store include a coffee mill, account register, computing scales, cheese cutter, and an attractive refrigerator.

PANORAMIC PICTURE OF GROCERS ON A DARK NIGHT.

(Continued from page 81.)

started in a small way, and in four years had secured a splendid business. Then, one day, he decided to pull down his barns, and build greater; he put up a big block where his old store used to stand. That put him out of business. What money he has, is in that block."

Two Years to Get an Order.

Having passed a store, the proprietor of whom was a difficult man to do business with, the provision man was led to relate how he secured an order from a prominent grocer, after calling on him for two years without success.

"One day I was driving along, when I saw this man standing at a street corner waiting for a car. He was dressed in an old greasy coat, and looked the very picture of a rag-picker. I stopped the buggy, and offered to drive him to his store. He declined the offer with thanks, but I insisted. So he came along. When we reached the store, he asked me to come in, but I excused myself on the ground of pressing business. Eventually I went in, and he gave me a splendid order for provisions. He has been one of my best customers since."

We had now reached the heart of the city, and so the panoramic picture of Canadian grocers came to an end.



Above illustration is left-hand view of the store of F. H. Taylor, of Niagara Falls, Ont., where so much attention is given to the displaying of goods.

Pinning One's Faith on Dis

Niagara Falls Dealer Aims to Present as Many Customer—His Many Methods of Accomplish- the People to Buy—Fruit, Vegetable and Fish

Specially Written for

ONE does not have to spend very much of his time in the store of Frank H. Taylor, Niagara Falls, Ont., to observe that his chief selling method is DISPLAY. The commodious store which was not so long ago opened to the public, was built and furnished with that one idea in mind—Display. From one end to the other and up and down the centre, the eye meets nothing but goods on display, on the shelving, on the counters, on stands, in silent salesmen, in cases and on tables, as well as in a large display case at the front of the store and in the extensive windows.

Mr. Taylor or his salesmen could give a lengthy list of actual sales the majority of these mediums have been responsible for in a given time. They are making sales every day and proving their worth.

"Why," remarked E. Pifher, one of the salesmen, "you see that display of sugar in the window?" Canadian Grocer noticed a neat arrangement of cartons and small bags. "Well, in less than ten days we have sold all but 120 of the 500 cartons we put in the display. We started out with about 35 of those 20-lb. sacks, and sold already 25 of them, and we think that is pretty good for a display of such a staple article as sugar."

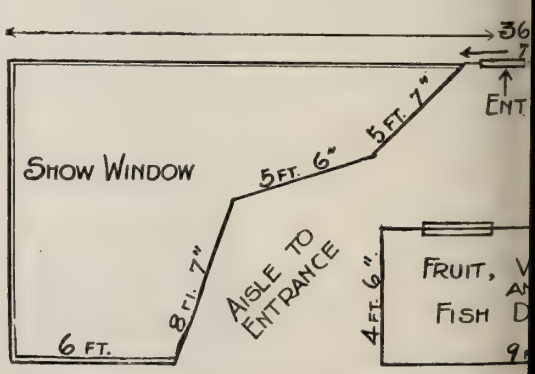
On one of the tables in the centre of the store were neat piles of goods such as condensed milk, jam, bottles of vinegar, meats in glass, canned spaghetti, etc., and this table has proven a splendid salesman in itself. Another contained a display of small flour bags.

Special Display Refrigerator.

Almost in the centre of the floor and near to the front is to be found a display refrigerator for cooked meats and butter. There are two compartments for meats, the ice being in the centre and the butter in the compartment on the opposite side. This refrigerator, together with a meat slicer, is rapidly building up a splendid cooked meat business for the Taylor store.

One of the features of the store policy is the way they go after fruit and vegetable trade. Inside is a long table completely covered with vegetables—in season—and the side facing the door is banked from the floor up with more. Not only this, but part of the store front is given over to fruit and vegetables during the summer and autumn months. These are shown in a handsome large display stand situated in the very centre of the store front, as may be seen from the accompanying drawing, and entirely separated from the remainder of the front. This has two doors in the back and screen ventilators above the doors. This silent salesman, which stands on the edge of the sidewalk, actually reaches out to the passerby to come in and purchase.:

During the winter season this silent



Drawing showing ground plan of the windows a in front



Showing the main counter on the right of the Taylor store and some fine inside pillar, counter and shelf displays.

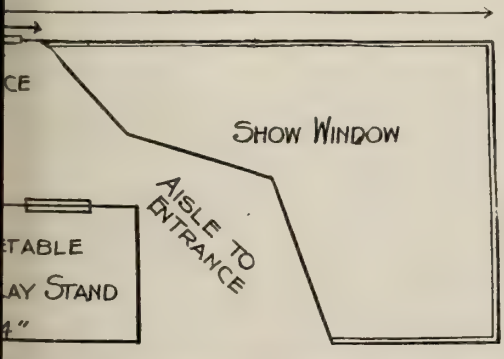
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how Case in Centre of Doorway a Feature.

nadian Grocer.

salesman is devoted to the sale of fish. Samples are shown on platters and just as soon as these displays begin the stock of fish begins to turn over rapidly.

From the photograph it will be observed that the store pillars are also brought into requisition in the carrying out of the display idea. These are built up with canned vegetables and make a fine showing. It is the intention of the Taylor store to vary this arrangement later on by placing shelves around the pillars every three feet or so apart.



nt of the Taylor store, with special display stand doorway.

Case Enlarges Biscuit Sales.

One of the most profitable additions to the equipment of this store was a biscuit display case. The end of this may be seen in the cut on the right hand page. This case is just another link in the extensive display campaign that Frank H. Taylor believes in so thoroughly.

The window in this store is of the out-of-the-ordinary character, and is very seldom met with in a grocery store. The drawing below represents the floor. From the street one must not only see the fruit and vegetable display stand already mentioned, but he must pass three distinct expanses of plate glass on entering. There is something upon which to fix the gaze from the sidewalk until the customer passes inside the door. The maximum benefit from the store front is thereby secured. It is only natural for a woman who passes in on one side of the entrance to go out on the other, so that all the goods displayed are observed on every trip to the store. An important advantage in such a store front according to the Taylor staff, is that the front is large and the customer has ample space in which to move around and view the articles shown.

Large Mineral Water Trade.

In this store the sale of Christmas goods begins on their arrival. This is usually around the first of November for dried fruits. Displays of them are made at different places throughout the store and little difficulty is experienced in turning over considerable quantities.

Frank H. Taylor has created a big business in a mineral water which he brings in from St. Davids. This is in large glass casks which are delivered regularly to customers contracting for same. A large display of these bottles is always to be seen in a prominent place in the store. This business is looked after by auto truck, while three delivery wagons attend to the remainder of the trade. Mr. Taylor has seen considerable service in the grocery trade, having been connected with it for upwards of 18 years. His head salesman, Wm. Mussel, has been with the Taylor firm ever since the business was started —a record pretty difficult to beat.

The Average Cost of Delivery and Salaries

From Figures Compiled From Statements of 28 Merchants in Different Parts of Canada—An Average of 7.68% is Struck for Salaries and 1.94% for Delivery—Is Your Expense More or Less?

From Replies from Canadian Dealers.

WHAT wages are you paying your store staff? Are they getting more than your sales warrant or have you ever figured out what percentage of the total overhead expenses the salaries of your staff and yourself should be? Are you paying too much for delivery by giving service that does not repay you? Or are your delivery costs below the average?

These are all questions that the business man who is anxious to operate his business on business principles should be able to answer. Some time ago a reader of Canadian Grocer asked these very questions. To obtain the answers a number of dealers were written for their figures so that an average wage and delivery expense might be struck with reasonable accuracy. We would liked to have heard from more members of the trade, but at any rate here are the results in a nut shell:

Twenty-eight dealers in different parts of the country were found to have an average expense of 7.68% of the turnover. The highest was 14% and the lowest 3%. The majority, however, were from 5 to 10%.

Twenty-two dealers were found to have an average delivery cost of 1.94%, the highest being 3.5% and the lowest one-half of one per cent.

Below the Average.

A dealer in a small centre in northern Alberta gives his total sales at $76,118 during 1913, whereas the salaries of himself and staff amounted to $3,762. In this case salaries represent 4.94% of the entire business. Up to August 31 this year his sales were $47,030, and wages $2,110 representing an expense of almost exactly 4½%. This shows a slightly reduced percentage and also demonstrates that this man is considerably below the average—7.68%. His delivery expense he places at 1.5%, which is also somewhat below the average of the 22 dealers. It looks as if he were playing pretty safely.

A certain merchant in a small town in British Columbia gives his annual sales at between $30,000 and $35,000 and his wage expense at $2,100. Basing his turnover at the middle figure—$32,500—his wage expense would figure out at 6.05%. This too is below the average. He does very little delivery, this being only a half of 1%.

Expenses Are Tabulated.

Some splendid figures are supplied by a Nova Scotia firm. The only drawback is that their invoice cost is given for a year instead of their total sales. This cost is placed at $50,000. Let us suppose that an advance of 25% is made on this to obtain the turnover. This would make sales of $62,500. The wage expense is nicely tabulated as follows:—

Head Clerk, 52 weeks at $12	$ 624
Helper behind Counter, at $9	468
Lady for office, confectionery, fruit, etc., at $5	260
Man on order time at $10	520
Boy on delivery at $4	208
Man for trucking, butchering, etc., at $10	520
Two members of firm $1,200 each	2,400
Total	$5,000

If we have figured out the sales fairly accurately, it will be seen the wages equal exactly 8% of the turnover which is a shade above the average. One good feature is here noticed—the heads of the concern figure into the wage expense their own salaries. This is, of course, to be expected in case of partnership, but it should be made a rule in the case of each merchant who is desirous of knowing what he is doing.

This firm have also given their delivery expenses as follows:—

Two teams, depreciation, $50 each	$100
Two men on teams at $7	728
Interest on Investment, horses, wagons, etc.	36
Total	$864

It seems, however, that there is something missing in this account as nothing is said of stable expenses such as feed. This firm, however, have calculated their delivery expense at 2% of all business done or 7½% of the goods carried. From this it is to be inferred that the majority of the goods are taken away by the purchasers—a very satisfactory state of affairs.

Delivery Per Package.

That different merchants are confronted with different situations is evidenced by many of the replies. A firm in Calgary for instance, figures its delivery expense at 2½% but points out that their delivery man puts one-quarter of his time in the store so that the delivery expense is proportionately lower. This same firm is the only one to hazard a statement as to the cost of delivery per package which they place at 12 cents. This, however, would be found, no doubt, to be rather high if a close tab had been placed on everything.

An Ontario merchant located in a village states that he has no figures on cost of wages separately but he places his expenses at about 12½% altogether. He adds, however, that he owns the building and so has no rent to pay and infers that this is not figured in his costs. Should he not, nevertheless, include interest on his investment among his expenses?

One reply from an Ontario merchant doing a small business is interesting enough to be presented here in full even if it does not bear directly on the question:—

> **"We have no hired help in our business. My wages include manager, clerk and delivery all being done by myself and family, so it would be hard for me to figure out what my delivery is worth. Our business averages about $5,000 a year, and I clear about $100 a month."**

In sending in his reply to our letter, a St. Thomas, Ont., grocer points out that the majority of grocers there use parcel delivery and pay so much per week for the service according to the size of the business. Where the grocers of any fair sized town are on particularly friendly terms with one another, a general delivery system might be undertaken with profit. There are some places where delivery expenses are being cut considerably by this method.

A grocer of London, Ont., gives his wage expense as 13%. This is considerably higher than the average.

Canadian Grocer would appreciate hearing from others with the list of their expenses and salaries and turnovers. All names, shall, of course, be kept strictly confidential.

Increasing the Order by Interior Displays

Does the Average Canadian Dealer go in for Them the Way He Should?Are Neat Inside Displays Confined Principally to High-Class Grocers?—A Selling Method Deserving More Attention.

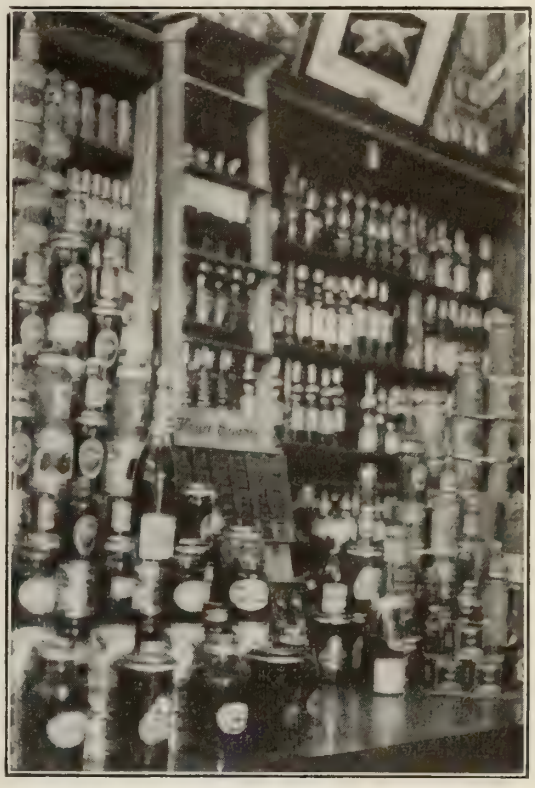
Specially written for Canadian Grocer by an Old Countryman who has travelled over Canada.

HAVE Canadian grocers lost the art of making attractive displays within their stores? They probably lead the world in the matter of window displays. To them it has become a science, and of greater importance to the business. Any grocer will tell you that his window is one of his greatest assets, and some go so far as to place its value as an advertising agent before that of the local newspaper.

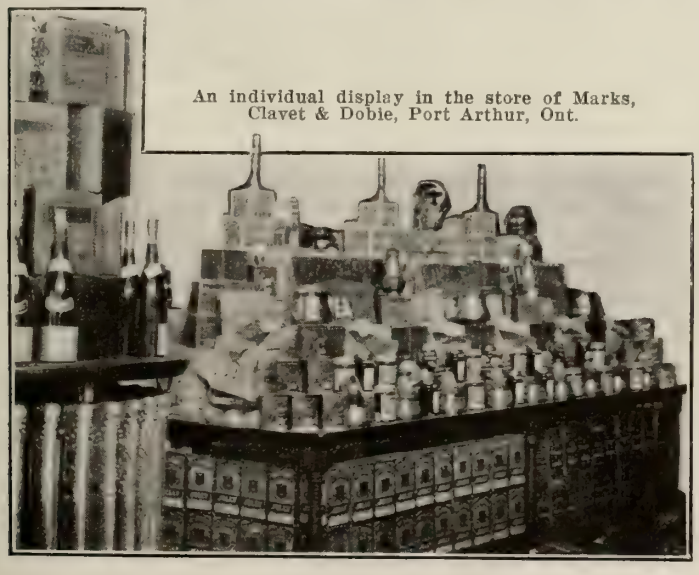
The art of making inside displays has, however, been neglected in many stores, and in that respect the grocery establishments of the old world probably lead, on the average, those in this country. As one who has travelled among grocery stores all over Canada, the writer finds that it is the high-class store which goes in more for interior displays. It may be that the class of goods they carry is more adapted to nice arrangement. For instance, nothing could be more compelling than a well-arranged table of Italian goods. Then again, those of the middle classes are probably less susceptible to displays, knowing what they want, and demanding it, whereas the woman with unlimited means can be drawn like a fish with a bait. Show them something nice, and they will want it.

Whatever may be true, it is a fact that the high-class stores, like the Hudson Bay Co.'s of Calgary, Hendry's of Winnipeg, Michie's of Toronto, Fraser Vigers & Paul's of Montreal, and Courtneys of Halifax, go more in for pretty interior displays than those stores which cater to the less wealthy classes. In such cases it is very probable that an interior display has more intrinsic value than a window display, since it is there while the customer is placing her order, and will certainly have effect on the size of her order.

This tendency is noticed in department stores, both in the East and in the West, but in the West particularly, and is affecting also the type of fixtures used in the grocery store. Take the store of the Hudson's Bay Co. at Calgary, one of the newest and most elaborately furnished grocery departments in America. Here, every available fixture has been pressed into service for the purpose of display. Even the massive pillars, which one would have thought handsome enough as they were, have been covered up with thousands of tins of canned goods. The display tables are of most expensive mahogany, and their surfaces are not left bare. The displays are masterpieces, which are not disturbed, stock being procured from beneath. Even the counters themselves are turned into display tables, leaving small spaces with just sufficient elbow room for clerks. The tendency among many is to relegate order-taking to separate order rooms, the customer may be seated at a separate table with the clerk, and perchance partake of a light lunch.



Counter trim of olives backed up by a neat shelf arrangement.



An individual display in the store of Marks, Clavet & Dobie, Port Arthur, Ont.

Importance of the Inside Display.

It seems that in this line the department store has stolen a march on the specialized grocer. One of the most striking characteristics of the department store to-day is the importance they are attaching to displays within the store. In most cases the display window is far removed from the department, and the manager is compelled to rely for display mainly on the store interior.

All this seems to indicate that the department stores are making a bid for the better class business. Their method of approaching customers, their elaborate and expensive fixtures and displays point that way; they carry many of the high class lines, and their service is such as to be beyond the pocket of the clientele enjoyed by the corner grocery.

Speaking of a department store in the West a certain grocer said: "I'm not afraid of my customers going there.

They'd not know how to act. It is far too fancy for them; they like it rough and ready.'' The manager of the department store said: ''We are the better class trade. In my experience I have found that you can't cater to them both at once. It would be disastrous.'' Thus it seems that the grocery business in large Canadian cities is dividing into two classes—the high class trade and the workingman's trade, and class appears to prevent one from encroaching on the other.

If as some argue the art of interior display is being lost—and it can be successfully used as a business-puller—there is no reason why the average grocer should not practice it again, and reap what benefits he can. Several illustrations are shown in this article. Two of them are views taken in the store of Marks, Clavett & Dobie, Port Arthur, Ont. They do a mixed business, but have successfully introduced pretty table displays, the color in which unfortunately, cannot be shown in these photographs.

The cut in the lower left hand corner of the page illustrates a tea display near the entrance, running parellel with the counter. It consists of 5 lb. and 1 lb. boxes, open, with pink roses dipped into the tea. These are backed up with various makes of package tea, while in the foreground are glass jars of meats and jam. Hammered brass jardinieres and oil stove kettles give the display a very pretty finish, and brass candlestocks also lend an extra touch to the daintiness of the trim.

At the foot of this display was originally a showing of vegetables. These are carried on two low trucks, about five inches high. These are wheeled into the store every morning, and are fresh. These are picked up by customers who are purchasing at the counter, and are usually cleared away by night.

The other pictures illustrates a counter display of bottled goods, such as olives and olive oils, summer drinks, fruits in tins being used as a basis, and the glass for the finishing touch. Notice the traveling ladder, used for serving from fixtures devoted to fancy lines.

This type of display is common throughout the store, and gives it tone. It is a successful attempt to reach both classes of trade.

Difficulties With Credit Customers Discussed

Understandings Between Merchants Only Way of Defeating Dead Beats, Say Some — Advisability of Canvassing for New Customers—Wholesalers' Credits To-day and Thirty Years Ago.

From Interviews with Eastern Merchants.

OF all subjects relating to the grocery business, the merchant to-day is as eager to talk about credits and ways of handling credit customers as anything. A representative of Canadian Grocer who recently visited Eastern Ontario found those upon whom he called as anxious to hear about as to talk about, this matter. Conversations varied from how to test a new comer to the store, whether it paid to canvass for new customers, and one grocer drew attention to the disparity between the length of credit given by the wholesaler to the grocer, and that allowed by the grocer to the consumer.

P. D. Herbert, Bank street, Ottawa, said he had been experiencing difficulty in getting accurate information about customers coming to his store who wanted credit. He had been so disappointed with the information secured from his fellow-tradesmen, he had decided not to make any more inquiries, but to use his own judgment.. He cited a case where he called up a reference given by a customer, and was told that the woman was all right. After she had ''done'' him for a large amount, he discovered that she owed the grocer who had vouched for her over two hundred dollars.

Information Readily Given.

In Ottawa, South, the grocers seems to have a better understanding, and are very willing to see that each is protected from unscrupulous people. Conversations run along this line:

''I've had a Mrs. Jones in. What do you think about her? Is she all right?''

''I think it would be a good idea if she came in here and paid me the $30 she owes me.''

R. H. Beck told of a man who came to him for credit after doing up a number of the other grocers in the neighborhood. His references did not help him, so the wily man went to a prominent Ottawan and induced him to go bond for him for a period of one month. Mr. Beck agreed to this, but has determined that at the end of the month to suspend his credit. The man evidently thinks that once he got started, he will be able to continue and treat the last grocer in the place as he has treated all the others; but he will be mistaken in this instance.

Some grocers, according to one dealer, are so jealous of their competitors, they refuse to discuss their customers' merits and demerits. This, he says, is a hindrance to the work of rounding up dead beats. A Notre Dame de Grace, Que., merchant told a representative of this paper of a case of this nature. A certain grocer heard that a woman who owed him considerably over a hundred dollars, was trading with his competitor. He called up his fellow-tradesman on the phone and asked him if it were true. The other, not wishing to have his competitor ''nosing'' into his affairs, replied in the negative. It was learned later that No. 2 grocer had been done up for over a hundred dollars before he had discovered his new customer's financial and moral status. By negotiating with his fellow-tradesman in a friendly manner he would have been saved this loss.

Tendency to Shorter Credits.

Edward Goodall, of Goodall Bros., Wellington street, Ottawa, speaking on the tendency towards doing a cash business, said the short credits allowed by the wholesalers were making it more and more necessary to do a cash or very close credit business. Thirty years ago they got credits for three and four months. Thirty days then was equal to cash, whereas to-day they were allowed only ten days. Mr. Goodall runs 30-day accounts with his customers, and does not take new ones unless they are well known to him.

Opposed to Canvassing.

H. H. Thomson, of the English Provision Co., Notre Dame de Grace, Que., discussed the pros and cons of canvassing for new business. He was much opposed to it, claiming that he had a better hold on a customer who came to him than one whom he had gone after. It was a serious question, he said, in a growing district like his, where merchants were hungry for trade. Customers coming into the store of their own free will would answer questions such as ''Where have you been trading?'' without any trouble, whereas those who were drawn into the store were not so easily investigated.

Claims New Fixtures to be Worth $650 a Year

Guelph Merchant Places Advertising Value at $300 Annually, and Time and Labor Saving Value at $350—Will Save at Least One Saleslady—Contrast Between the Old Store and the New.



Interior of the Morris Grocery in Guelph, Ont., showing patented pivoted bin fixtures, cash register, silent salesman, computing scale, coffee mill, refrigerator, and a neat shelf arrangement.

SOME merchants there are who think that because they have a stock of goods in the store and are able to keep the people coming for their groceries, they are really doing well. It may be true that for a number of years business will run along fairly even on the surface but sooner or later it will be found that store will be shut up like the jury of a millionaire murderer or its threshold will only have a bowing acquaintance with the best of its former customers.

That there is something more to merchandising than a stock somewhere about the premises and a few customers, is the decided opinion of Mr. Morris, a grocer in Guelph, Ont., who until a few years ago was a tiller of the soil. When he first determined to go after business in the grocery line, Mr. Morris was not overly particular on the store or the fixtures and equipment. In his opinion at that time there was not particular reason why one store was not just as good as another and neither did he fully appreciate the why or the wherefore of "expensive" fixtures.

But now all that is changed. He has long since come to the conclusion that good equipment is not an expense but an investment and a good one at that. His first grocery establishment was not a very commodious one, nor of a very modern character. It was even an oddly shaped building—narrow just inside the door and tapering out to a much wider rear. His newer establishment is across the street on the opposite corner with the entrance on the very corner of the sidewalk. It is not necessary to go into details regarding the interior. It is illustrated herewith. The picture shows a most attractive interior for a store apart from the centre of the city. The fixtures include dust proof receptacles for all kinds of bulk goods, a cash register, computing scale, and a large refrigerator at the rear.

Makes and Saves Money.

Apart from the appearance of the interior equipment, Mr. Morris places great monetary value on the arrangement and figures out that the bins, counters and shelving alone mean $650 annually to him.

This is the way he figures it out. These fixtures so concentrate the stock and dispose of so much waste motion in the store that he is able to do with one less saleslady a year which marks a saving of at least $350. The advertising value he places at $300 a year. He maintains that by being in a position to display his stock in so concentrated a manner and at the same time so attractively, he sells his customers more goods. Because the goods can be arranged symmetrically it helps the customer to do her buying more intelligently and much more quickly. In the old store the stock was distributed indiscriminately and not only was there always considerable time lost in finding the goods but purchases were often curtailed because the customer could not see the goods in a rapid glance about the shelving and counters.

Again, Mr. Morris declares that the service he and his staff can now render and hence the satisfaction he is in a position to give his patrons is worth a great deal and gives one more reason why he considers modern equipment a splendid asset in the grocery store. With his present equipment he can give ten-fold

(Continued on page 90.)

$200,000 Business Begun With Only $75.00

And That Was Only Five Years Ago in Regina, Sask.—Had No Fixtures, No Scales, No Paper Bags and Nothing but a Little Fruit on a Bare Floor—Net Profit of $700 Made in Five Weeks —A Story Depicting Western Progress.

CONSIDER a store with a bar-like front, having no fixtures, no scales, no paper bags, and no money with which to buy them; place on the bare floor a few crates of fruit; open the door to allow passersby to peep in; put it in charge of a small man with a large moustache, and a distinct south of England accent, and you have the circumstances under which Archibald Pym started business in Regina five years ago. He is to-day part owner of the Colonial Grocery, and his turnover last year was $200,000.

The fruit was bought for $75 from an express company. After it was sold, more was secured, and the profits were put into a stock of groceries. Inside of five weeks a net profit was made of $700, which enabled Archibald Pym to buy some paper bags, a scale and some fixtures. Some people claim that buying is not as important as selling. Anyhow, Mr. Pym is reputed to be one of the best buyers of fruit in Regina, and is credited with doing an extensive volume of business in it.

Here is an account of an unique deal made by Mr. Pym. A car of Ontario tomatoes arrived in the Saskatchewan capital one day. All the grocers heard about them, but Pym heard more—that in transit the car had sustained an extraordinary bump, and the tomatoes had got so mixed up with melons and cucumbers, it was impossible to distinguish them.

After assuring himself that this was correct, he went to the owner of a car of B.C. tomatoes, and asked for a hundred cases at $1.25, promising in return to supply the wholesaler with valuable information.

After the tomatoes had been handed over, the wholesaler learned that there was not another tomato in town, and that he could dispose of the remainder of his stock for $1.75. That day saw tomatoes on sale at the Colonial Grocery at $1.75, for which others were paying the same price to the wholesaler. It was at once assumed that Pym was selling at cost, whereas he sold his 100 cases in two days at a gross margin of $50. Some he sold at 2 lbs. for a quarter, for which he received $3 a case.

Fruit seems to be his strong point, and he does an enormous business in it. He takes advantage of times when a particular fruit is plentiful, buys heavily, and pushes sales for preserving.

On the day of Canadian Grocer's visit to Regina he had bought a large quantity of bananas at two-thirds the usual cost, and was able to sell them at 25c per dozen and make a good profit, while the price throughout the city was 30 cents.

On another occasion he bought a half car of plums, and retailed them at 85 cents a case when the wholesale price in Regina was a dollar a case. An outsider had brought a car in, and had sold him half of them at 60c each. This is why he does such a large fruit business, and why he has a reputation for price cutting.

Staff Pulls Well Together.

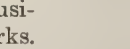
One of the features about this business is the co-operation of the clerks. They are loyal young men who know their business, and are well paid for knowing it. Of their own free will they return to the store every Friday night between nine and ten o'clock, rip the lids from stock boxes, and have everything ready for starting business on Saturday morning. Here are some figures given by Mr. Pym on the effect of this Friday night work. He says: "Thus, by being ready to do business immediately the store is opened, we are able to take in $1,600 to $1,800 on Saturday, whereas unprepared, on takings would not equal a thousand dollars." The clerks exhibit a spirit of cameraderie in the store, working into each other's hands harmoniously.

Courtesy to customers, and good service are store mottoes. Every clerk in the store understands how important it is to be amiable to people in the store. Perhaps Mr. Pym has introduced an unusual amount of the old-fashioned "how's-the-baby?" tactics into the business. Customers are known, and are treated as acquaintances where possible.

Where amiability is not effective, good service will take its place, and hold the customer. Regina is a widespread city, but it has four deliveries a day from the Colonial. Seventy per cent. is city trade, and the remainder is done with farmers in the surrounding country. No chances are taken with the farmers. Their trade must be held, and it is effected by having the order ready when the farmer draws up at the door, and by taking it out to him. In this way the farmers have come to look upon the store as a good place at which to buy, and they are great friends with the proprietor.

Archibald Pym went to Regina six years ago when the population barely exceeded ten thousand. After working for eighteen months as a clerk, he started business for himself, in the manner described at the beginning of this article. He took D. S. Spittal as partner, who now has charge of the office end of the business. The population in the early days was a transitory one, and considerable money was lost as a result. Nevertheless, Mr. Pym believes that a successful credit business is practicable in Regina to-day.

The store on South Railway street has stock can also be carried, he says.

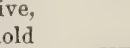


CLAIMS NEW FIXTURES TO BE WORTH $650 A YEAR.

(Continued from page 89.)

better service and at less expense than in a store of the same size with inferior equipment where the stock would be arranged in haphazard fashion. In fact, he declares that the average merchant who is indifferent to the arrangement of his store interior and stock, never really knows how much money he is making. Things keep on accumulating, new goods are bought before the old are disposed of, dead stocks result from time to time and eventually they have to be discarded or disposed of at a loss—and inferior goods even at a sacrifice tends to the loss of custom and cheapens the store in the eyes of the customer.

Mr. Morris holds the opinion that with good fixtures and equipment a dealer can carry a smaller stock and at the same time sell more goods than in a store where arrangement and equipment are given no attention. A better assorted stock can also be carried, he says.



WHEN SUGAR WAS $10 CWT.

James Duncan, 453 Joseph street, Lachine, Que., discussing the sugar situation, said he would not be surprised to see the price as high as $10. When he started buiness twenty-seven years ago, the price was 10 lbs. for a dollar. He only sold one or two barrels at that price, for it suddenly dropped to between 5 and 6 cents. Asked what the consumer was saying about these frequent advances which are taking place to-day, he said the consumer grumbled no matter what the price was.

"No Flies Allowed"--Motto of Cobourg Grocery

Winged Pest is Chased If He Manages to Get Past Obstructions Prepared For Him—E. Guillet Has $1700 Worth of Modern Fixtures—This Equipment Only Costs Him Ten Per Cent. Annually on Ten Year Lease.



The interior of the new Guillet store in Cobourg, Ont., showing some attractive fixtures. The order table in the centre of the floor is a somewhat new idea for a small town.

THE grocer who has never stopped to chase flies will not quite appreciate the significance of the motto which rules the establishment of E. Guillet, at Cobourg, Ont. The motto of this store is—"No flies allowed!" and it is really more than a motto for it is a working policy. The Guillett store is specially equipped to guard against the fly invasions, and if there are any of the scouts which get through the barricades they are immediately attacked by the swatter brigade. Sometimes, it takes time and always it requires patience to get rid of these rare intruders, but it is worth while, thinks Mr. Guillet, for he is able to make the boast that he has a grocery store without a fly.

The Guillet store represents many of the developments of the modern grocery. Prohibiting the fly is just as much in keeping with the equipment of the establishment and the class of business done as it would be ridiculous in the old-fashioned grocery; can you see the picture of the clerks of the average store of twenty years ago endeavoring to rid the place of flies and can you imagine any grocer of that time who would think of turning his energies to such a futile occupation?

With the fly outside there are many things inside the Guillet grocery to command attention. Without seeing all the town grocery stores in the provinces it would be unfair to say that it is the best fitted—but for its size it is questionable if there are any that can surpass it for completeness of equipment, tasteful decoration and general impression of wholesome cleanliness. Modern sanitary counters and bins are complete and combine with the shelving and the woodwork to complete a pleasing scheme.

Here are some of the things to which Mr. Guillet would draw your attention:—There is nothing ever allowed to be placed on the floor; there is nothing ever placed outside the store; there are nothing but pure jams and syrups on the shelves; there are over fifty lines of domestic and imported biscuits in his cases; there are cases in which all bulk goods are kept under glass; there are tables at which customers can do their shopping; there is a telephone for the use of patrons, and there is a rest room for the accommodation of the women shoppers.

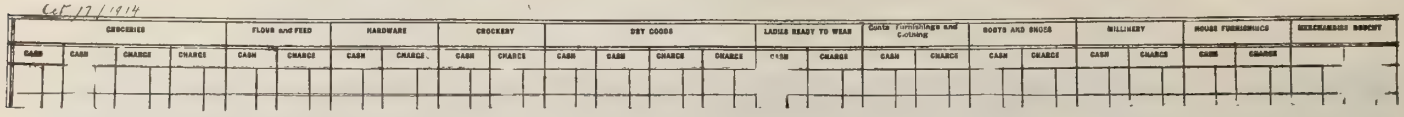
Fixtures at Ten Per Cent.

A few months ago this handsome grocery was a very different appearing place. Mr. Guillet had an idea. He approached the owner and made a proposition that he would pay the same rent as then being paid and would take a lease for ten years on condition that the store be properly fitted up and on this expense he agreed to pay ten per cent. The owner was impressed and accepted.

To-day the store has a new front and a new side window; it has a hardwood floor and hardwood ceiling; it has seven-

(Continued on page 93.)

The illustrations below show how the W. B. McKay Co., of Sussex, N.B., look after their cash and credit sales each day in the year and in each department of their large, general store. This is one of the few general stores in the country where the business in each department is kept separate.



CASH AND CREDIT SALES OF DEPARTMENTS

Oct 17th 1914

	SALES TO DATE		TODAY'S SALES		TOTAL SALES	
	CASH	CREDIT	CASH	CREDIT	CASH	CREDIT
GROCERIES	2500 00	1500 00	150 00	175 00	2650 00	1675 00
FLOUR & FEED						
HARDWARE						
CROCKERY						
DRY GOODS						
LADIES READY TO WEAR						
GENTS FURNISHINGS AND CLOTHING						
BOOTS AND SHOES						
MILLINERY						
FURNISHINGS						
WHOLESALE						
STATIONERY						
	6500 00	3500 00	310 00	200 00	6810 00	3700 00

MERCHANDISE BOUGHT ———

Departments of a N.B Entirel

How the W. B. McKay Co., of S Store to Ascertain Sales in Ea Cash and Credit Sales of Each C and Grand Totals—A System S —Operated Really on Same Bas lishments.

THE general store, like all other retail establishments, advances with the times, and the general introduction of modern methods. In the old days the general store was something like a general grab bag. There was offered for sale practically anything and everything. The merchant bought his goods and sold them. If he was ahead at the end of the year well and good; if he was behind then he probably quit business. That was about the extent to which the business was systematized.

In the city the "general store" was a different proposition. It became the department store. It served the needs of the larger community as did the general store those of the small village. The main difference was in the volume of goods handled and the systems upon which the business was conducted. The general merchant carried much of his business in his head, and there was little distinction in the stock after it came under his roof—the department store was a series of stores, one within the other, individually conducted under an individual head with a joint store policy.

But there is a change being wrought by the forge of time. To-day there is not so much difference between the modern general store and the big departmental establishment — difference there is in size and in range of goods carried, as well as extent of stocks, but there are some of the larger stores conducted by general merchants who are adopting the same methods which first gave the big city plant its name. Individual records of departments and division of buying and management to a considerable extent are helping the general merchant to get a much better grasp of his business than in the past.

Some of the methods which have been successfuily adopted by one of the large general stores of the maritime provinces —W. B. McKay Co., Ltd., Sussex, N.B. —are of interest.

In this store the management of the different departments is divided. The establishment has not reached the place yet when there can be individual handling of departments, but there is a division of responsibility on the shoulders of the prominent members and employes of the concern. Buying is done individually for each department and stock records are separately maintained.

Record of Department Business.

In connection is a reproduction of a sheet of the cash and credit sales book. This sheet is twenty by fifteen inches. It will be noted that there are columns for every department. Entries are made from the duplicate counter checks which are sent to the book keeper by a carrier system and the cash and credit items are kept separate. For groceries and dry goods double space is provided to accommodate volume of sales.

This sheet is a daily record and every night the totals are made up and carried to the other side of the paper, which, however, is folded so that the summary appears on the outer front. Here the totals from the previous day are first recorded and the entries for the day added in, giving at the end of each day's business the figures for the year or the month as may be desired. It will be noted that the sheets are made to be kept in a loose leaf filing cover.

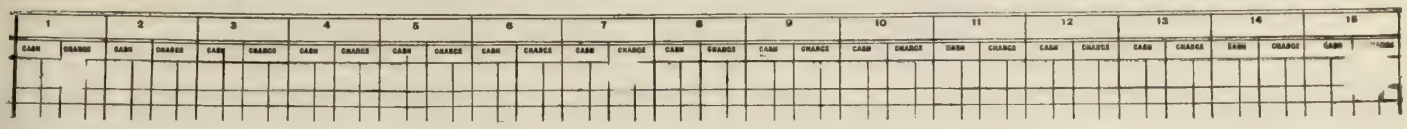
The many advantages of such a record need hardly be commented upon. Taking the figures at the first of the year and estimating the usual department percentage, a little arithmetic will show the stock in the sore at any time or the stock of any department. This may not be correct to a dollar but it is a method which is found good enough in many of the big stores. Then there is a means for readily estimating the turnover of a department and the comparative volume of business with the same period in the year previous. Also there is a very valuable aid to the buyer, for the sales can be used as a basis on which to figure the amount of goods remaining in stock in each department, while the previous annual record would be the guide upon which to base the buying power of the department.

Different from the old general store, isn't it? Yes, and the general merchant of a generation ago would have scoffed at such ideas "when he was able to do the whole thing in his head." However, this is not a sermon as to the advantage of modern methods in business—there are few men left in business who do not appreciate this advantage.

Watching the Clerks' Records.

In the McKay store there is a record kept always of the sales of the different clerks. The method of doing this is by

On this page the illustrations demonstrate how the McKay Co. keep tab on the sales, cash and credit, of each of the 15 salesmen. The lower cut shows that the sales of each clerk are known up to date, for the day and the total. At the end of each day the grand totals, both cash and credit, are available.



General Store are Kept Separate

ex, Have Departmentalized Their f Twelve Lines—They Also Know k for Each Day, Totals up to Date om Met With in the General Store s Large City Departmental Estab-

CLERKS CASH AND CREDIT SALES

Oct 17 th 191

CLERKS NO.	SALES TO DATE		YDDAYS SALES		TOTAL SALES	
	CASH	CREDIT	CASH	CREDIT	CASH	CREDIT
1	$985 20	650 07	75 20	82 50	1060 40	732 57
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						
	6500 00	3500 00	310 00	200 00	6810 00	3700 00

aid of a loose-leaf system with sheets exactly the same as those for recording sales. The ruled side of the sheet is divided into fifteen columns—one for each clerk—and the sales are recorded from the numbers of the counter check duplicates which are sent to the office. On the front of this sheet also there is a summary where the previous total of the cash and credit sales are recorded and the figures of the day added in. Thus there is immediately available a record of the sales of each clerk in the store.

The value of such a system is self-evident to the man who is desirous of increasing the efficiency of the staff. By it the McKay people know each year what each clerk has sold. The totals are there in a few minutes after the curtain is rung down on the business on December thirty-first. The salesmen are easily picked out from the order-takers. The figures are a basis for promotions if any are to be made, and a basis for increases in salaries. Frequently the merchant with a large staff is asked by each at the end of the year for an increase. If there is no record of this character showing just what the value of each of the clerks has been to him, he is apt to advance each the same proportion. A clerk who can sell and who is placed in this position is not likely to remain long in a place where his services are not appreciated more than those of the order-taker.

This Sussex store overcomes this feature. The management knows at any time just what the selling capacity of each of the selling staff is. It enables the firm to gauge the advancement of the salesmen and to know when to "hang on to" a man who "has decided to accept a position elsewhere." if an increase in salary will keep him.

There are certain merchants who post up in the office this record of the clerks, or at least a part of it. The daily sales are given and the sales up to date for the year. This, these merchants claim, encourages the salesmen to make a strong endeavor to surpass one another in sales, without, of course, making themselves offensive. But apart from this the plan of keeping a record of sales of each salesman gives detailed information that must be most valuable to the management, as above referred to, in a more intelligent supervision of promotions and salary changes.

There are other methods by which the general merchant can improve his knowledge of his business but these will be found amongst the most simple and practical for a business which has attained to substantial proportions.

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"NO FLIES ALLOWED"—MOTTO OF COBOURG GROCERY.

(Continued from page 91.)

teen hundred dollars worth of modern grocery fixtures including a handsome refrigerator—and it is costing Mr. Guillet just $170 a year or about $14 a month more than the rent which was being paid by the old client.

Mr. Guillet believes that the fixtures which have been installed and the other improvements are worth five dollars a day in business. This means $1,500 a year for what costs him an annual expenditure of ten per cent. of the cost, amounting to $170 annually.

He did not believe that house flies would help the appearance of the interior of his store—so he decided to keep them out. To do this he worked in two directions. In the first place he reduced so far as possible the attractions to the fly on the inside and then he made it as nearly impossible as he could for them to get in.

A feature of this fly campaign is the screens at the front entrance. Usually the grocer is satisfied to put on a screen door. Mr. Guillet went further. He screened the entrance flush with the windows and the front and then through this large screen he made his door. The result is that instead of there being a nice quiet nook for the flies to gather to await the opening of the door they are forced to battle with any breezes which may be blowing and the result is that there are very few which get through.

Mr. Guillet is a great believer in service, and he states that people soon begin to appreciate this. He has two small tables on the floor of the store where women shoppers can give their orders in comfort and there is a convenient telephone should they desire to use it. This can also be used for phoning in orders at a busy time. Then there is the rest room at the back which is tastefully furnished with skins on the floor in front of an old-fashioned fire-place.

There are a large number of wealthy visitors in Cobourg for the summer months and he caters to this trade especially and the American visitors, he states, were among the first to appreciate what he was doing for them.

Devoted Increased Space to Parcelling

Oshawa Grocer Extended Premises by Moving all Bins and Wrapping Counters to Rear of Store Partially Cut off from Public Section—Convenient Storage Space with "in" and "out" Doors.

THERE is something about the establishment of J. E. Beaton at Oshawa, Ont., that is different. This difference is impressive from the four front entrances to the two large doors at the back. There is nothing unique about the building itself; it is in the arrangement of the departments and fixtures that there is an individuality which reveals an eye to efficiency in facilitating the handling of goods—and this has been attained at comparatively small expense.

From the street there is the distinct appearance of two separate stores. There are twin fronts and two entrances to each, with a doorway between leading upstairs. Evidently there is a grocery store and a china shop side by side. The connection is revealed inside as the accompanying plan shows.

The division only runs back a portion of the length of the building and the rear of the section devoted to serving the public extends across the full width. At the end of the dividing wall there is a cross section in a T shape which has the effect of shutting off a big section of floor space from the view of the public. This works out splendidly, for it leaves a portion of the store where parcelling can be facilitated; at the same time it might be mentioned that it was about the only way that the store could be extended for the reason that the cross section is necessary for supporting the upper portion of the building and it formerly ran the full width.

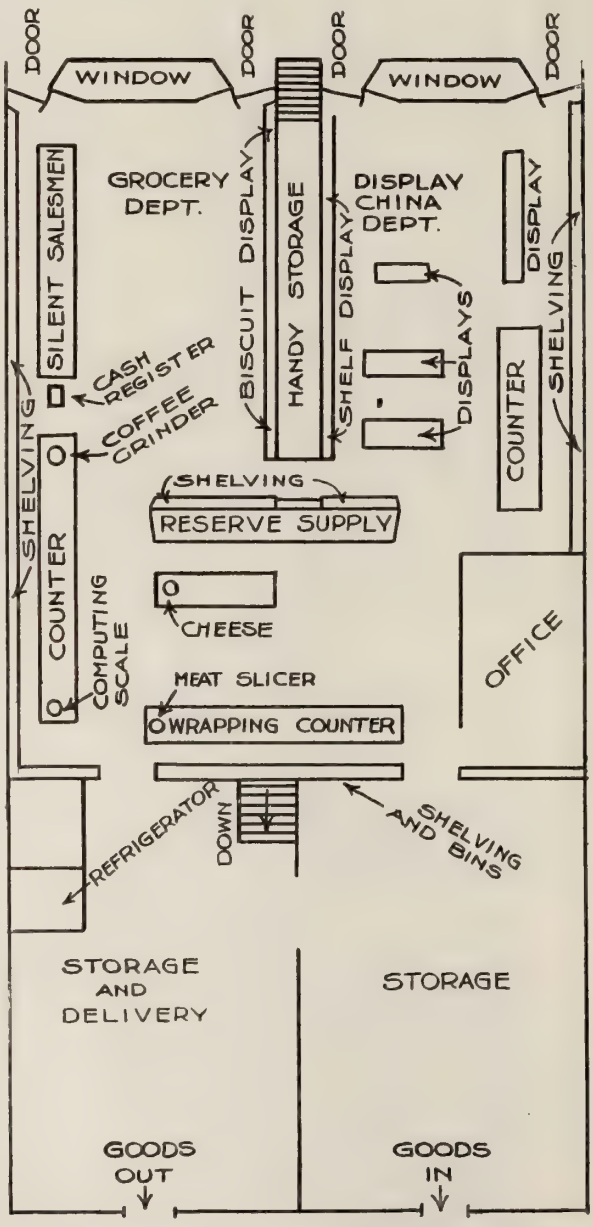
Thus there is right on the main floor, and yet separated from the public section, convenient accommodation for storing bulk goods right behind the counter where the parcelling is done.

Doors In and Out for Goods.

About one-third of the whole ground floor is devoted to storage space—and this storage space adjoins the parcelling counters and bins which hold bulk goods. There are two store-rooms connected by a wide door and there is a wide entrance to each from the rear. All goods entering the store come in through one of these doors and all deliveries are made through the other.

China to Fill Space.

The china department of the Beaton store was launched under rather unusual circumstances. A number of years ago—in 1896—this section of the building was occupied by a tailor shop. There was a fire which wiped out the grocery stock as well as the belongings of the tailor. Mr. Beaton decided that for the future there would be no fires in the building that he would not feel responsible for himself, and so he rented the whole. There was too much space for groceries alone and he put in a stock of china.



Ground floor plan of the Beaton store in Oshawa, Ont. Note the separate wrapping counter and separate doors for goods coming in and going out.

The Beaton china store carries the only big stock of this kind in the town. The stock is about $3,000. This department, according to Mr. Beaton, shows a good margin of profit, but the turnover is small in proportion to the stock which must be carried. He makes a specialty of stock patterns and it requires considerable capital to handle these.

Making Use of Partition.

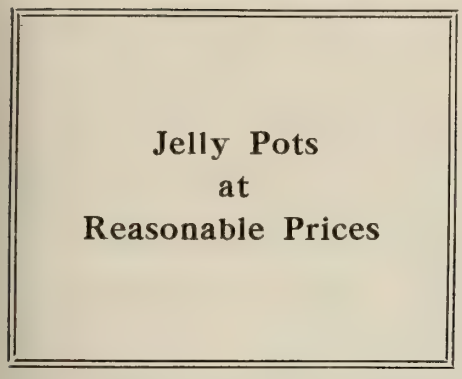
It will be noted from the sketch that there is evidently a certain portion of waste space on account of the partitions between the two stores and the stairway leading upstairs. But this is not the case and the narrow strip under the stairs has been put to good use. There is a narrow entrance through this wall which permits the public to pass from one store to the other without going round the end of the partition and from this passage there is access to the space between the walls and here is a handy store room for goods which it is desirable to handle readily.

Mr. Beaton has been almost thirty years in business in Oshawa, and he has seen some big changes in the town as well as in the trade which he follows. Today competition has cut the old time profits, but there is a much bigger volume of trade and a greater variety of goods to be sold. Development of transportation facilities, too, has reduced the territory which the town used to serve to the north. Where formerly practically the whole business was in bulk goods, now there are many lines which come in packages. They are easier to handle, and although the profit may be less on equal quantities, more are undoubtedly sold. This is one of the changes that time has brought forth, he points out, in the grocery trade.

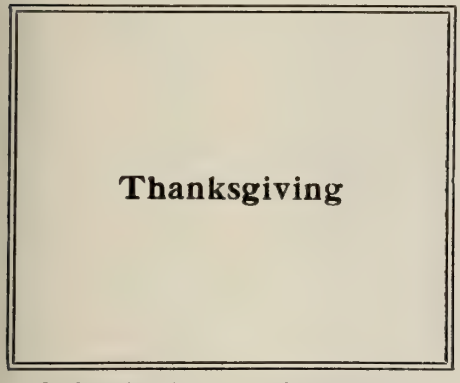
The policy of the establishment has been quality and service which will bring the prices—and to this R. R. Beaton, the junior of the firm, is supplementing the "out for business" motto, and getting business in the grocery line in Oshawa means going out for it literally, for the leading stores employ solicitors extensively in booking their orders.

Making the Display Card Do Selling Work

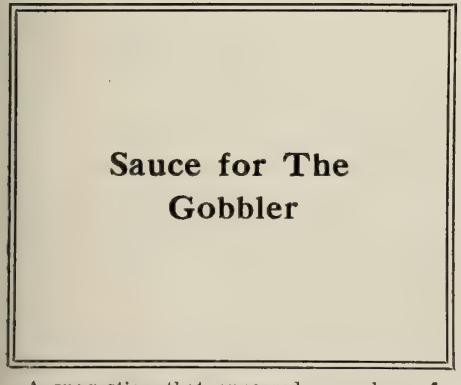
It is Put to Good Use in a Simcoe Store—Used on Inside and Window Displays — Catchy Cards That Tender Suggestions Approved.



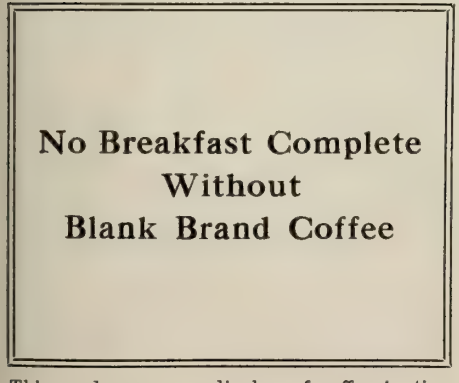
On a counter display of jelly tumblers.



Card with this one word appeared on Thanksgiving window display.



A suggestion that appeared on a box of cranberries.



This card was on a display of coffee in tins.

DEALERS and their salesmen who have ever used to any extent show cards in the store are usually loud in their praise. And yet there are many who have never given this phase of selling help any careful consideration. That the properly written display card is an aid to selling will be readily admitted by those who have tested them out. There may be as some claim a danger of displaying too many cards about the store so that customers' attention wanders from one to another and does not concentrate on any particular.

Be that as it may, the show card if attractively written and worded in catchy phraseology plays undoubtedly its positive part in the selling of goods. This does not of course necessarily mean that the card should be a price ticket as well. Many grocers are so situate that price tickets would not help them, yet in other districts they may be pretty nearly essential.

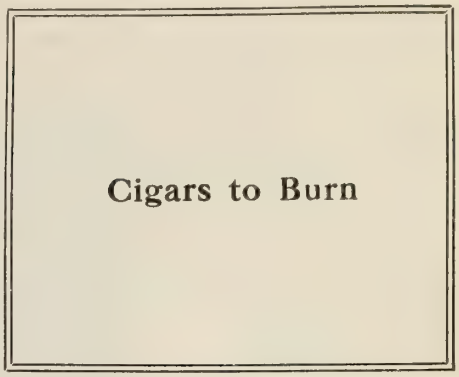
Make Use of Cards Here.

In the store of G. A. Curtis, Simcoe, Ont., the show card is made to play its part. On goods in various parts of the establishment is to be seen the show card with its message or suggestion. Mr. Curtis' sons, L. S. and G. S. are great believers in the card and they see that there are always a few of them where they should do the most good. Mr. Curtis himself is a strong advocate of the window as a sales producer so that every encouragement is given to make the best selling trims possible.

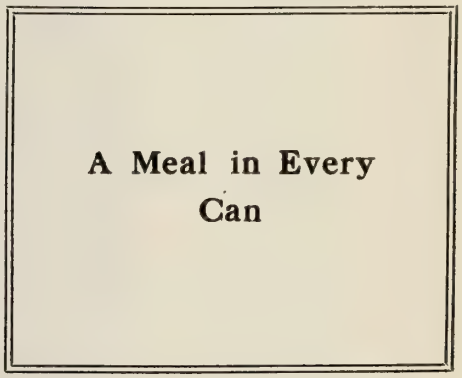
To give the reader an idea of the class of card used in the Curtis store, the wording on a number of them is reproduced herewith. While it may require a few minutes to think out catchy phrases for the cards, yet after all if they tender a suggestion to the customer and bring her closer to the point of buying, they are well worth the trouble.

Desire to Know More.

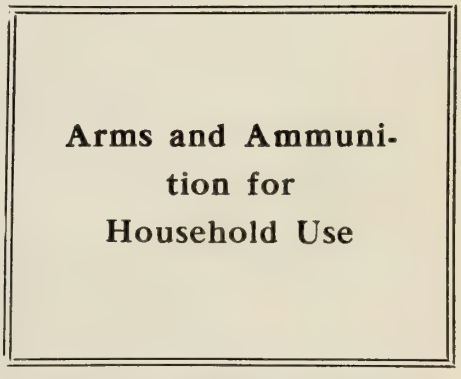
Many show card writers make the claim that a card should not in itself supply the whole store. Rather should it create in the prospective purchaser a desire to know more about the goods. When the inquiry for further information is made, then the card has completed its mission and it remains for the salesman to finish the work.



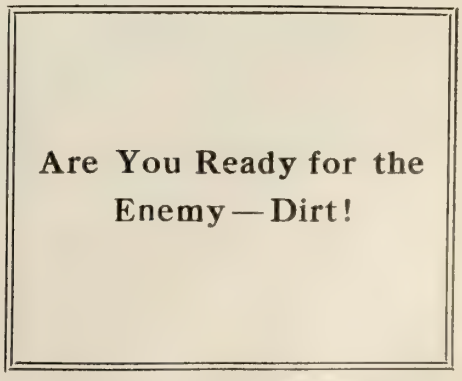
Used in the cigar show case near the door.



Show card used for canned spagetti.



This card was used on a housecleaning window trim.



Another housecleaning window card.

Strong Evidence of the Dealer's Selling Power

Trade for Certain Goods Built up to Show that the Retail Grocer s no Mere Automaton—Different Selling Methods a St. Catharines Merchant Uses to Dispose of Goods Over and Above the Ordinary Demand.

A RETAIL dealer once said to the writer: "Oh, I never attempt to force people to take anything they do not ask for—I don't believe in specializing on any particlar line; I just sell the goods that customers request."

That was his business creed. His mission in the grocery business as he saw it was a sort of automaton or slot-machine that handed out the goods requested with probably some courtesy and delivery service thrown in.

What a creed!

One does not have to travel far afield to find scores of merchants who will refute it. That does not mean they will try to force people to purchase goods against their will, but it does mean they will sell goods they are desirous of selling, because it is in their interests to do so. It also means that they will sell goods that customers do not happen to ask for or that were unthought of when the "necessaries" list was made up in the home. This is accomplished in many different ways but the one word that will cover the method, generally speaking, is SUGGESTION.

Now for concrete examples. Henry & Glackin are retail grocers in St. Catharines, Ont., and have worked up quite a trade in groceries and meats and side lines such as cigars and tobaccos, toilet soaps, etc. A few minutes conversation with Mr. Henry, who by the way has spent eighteen years in the grocery business, demonstrates the power the suggestions of the dealer have towards making sales. These suggestions are not always included in word-of-mouth conversation, but they are contained in out of the ordinary displays on the counters, special display stands, or in the windows. They are contained often in old goods done up in a new way and in the careful arrangement of departments so that the full benefit of location is secured.

Sold Cocoa in Glass Jars.

On a neat little display stand in the form of a shelf which stood between the meat and grocery departments where it must always be observed, were noticed a number of glass jars of a certain brand of cocoa. It is not of course often that cocoa is sold in this way.

"We bought that cocoa last summer," explained Mr. Henry, "because I do not like carrying loose cocoa in the hot weather. This appealed to me as being a good substitute, so we tried it out. A few jars were placed on the counter where everyone ordering groceries could see it, and this started the inquiries. We pointed out that the fruit jar in which the cocoa was put up would cost them 84 cents a dozen, which meant that the jar itself, when the cocoa was used would be worth 7 cents to them.

"We had no trouble working up a good trade during the summer months, and now that the line has been introduced it is bringing in repeat orders. I do not think that our customers would go back to the loose cocoa again—it is so handy."

Some time ago Henry & Glackin installed a handsome new biscuit case. This stands in a commanding position inside the corner door, so that a customer coming in or going out must run her eye over the samples displayed. Here again this firm scores by the power of proper suggestion. While this case has only been in the store a short time it has greatly increased sales of biscuits, probably doubled them. Customers are not at all forced to buy biscuits, but simply because they are displayed attractively and continually suggest themselves on account of the diplomatic location of the large case, they purchase them.

Good Trade in Toilet Soaps.

For a long time, Henry & Glackin have sold toilet soaps, but it was not really until they installed a small showcase in which to display them that they sold with any degree of rapidity. A better price, according to Mr. Henry, can be got for them when in the case. "If we displayed that cake of soap," he said, pointing to one in the case, "in a basket on the counter at three for ten cents we would not sell as many as in this case at 5 cents each. The customer thinks that because it is shown in the basket it is a cheap article and particularly when the price is marked three for ten, but when it is in the case in more refined surroundings, she does not hesitate to pay the bigger price.

"That little case has easily doubled the sales of toilet soaps with us," he said.

In this store is also a confectionery silent salesman which sells the goods that otherwise would remain in the store if they were not displayed.

Mr. Henry is a thorough believer in the selling power of the dealer. Occasionally, he stated, a traveller will tell me that I must handle a certain line as his house is going to sample the city and that I must prepare for the demand. When anyone tells me I MUST do this or that I simply say I won't, and I have no difficulty whatever in selling other goods if I should be asked for that one, which is never very often. There is little or no difficulty whatever in selling the brands of jam we stock from time to time so long as we are satisfied that they are good lines. In fact, this is done from one year to another."

The sale of Christmas goods in this store is begun early in the season. Around the first of December as soon as all the Christmas baking materials are in, small displays are made on the counter, and Mr. Henry states that nearly all their customers purchase then. This gives them more time later on to push the sales of some of the more fancy Christmas lines.

CUTTING OUT BAD BUTTER.

Selling good or bad butter means considerable to the prestige of any grocery store. If a grocer is buying butter from farmers who can not all be depended upon, it is a question to him whether it is more profitable to take all the butter that comes along and pay the market price for it, or take a chance on losing the trade of the farmers by insisting that all city customers are supplied with No. 1 butter.

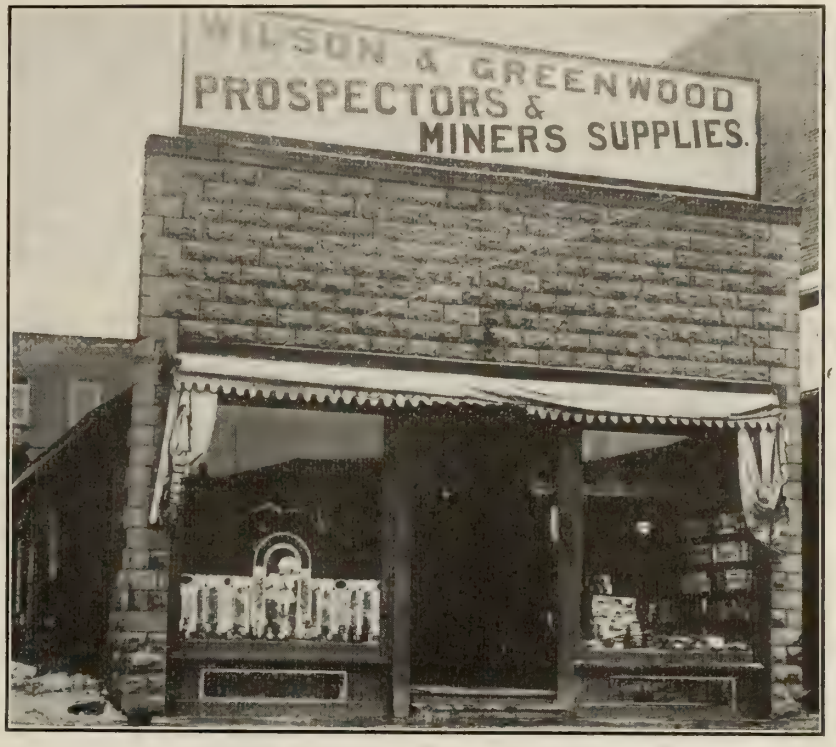
Henry & Glackin answered this question a long time ago by testing all butter that comes from the farmers and cutting out everything that is not first class. "If," said a member of the firm, "You buy say five pounds of poor butter from one farmer and send to each of five city customers a pound, you take a chance in displeasing or losing those five for the sake of the one farmer. Some years ago we decided not to buy any poor butter even in some farmer customers were to be lost and we find the step to have been a profitable one. We now sell little else but the creamery and we are holding our city customers.

Fire Rangers Bring Business to This Store

Example of What Sort of Business Grocers in Northern Ontario Do—Sudbury Men Who Sold Goods to Prospectors at Time of Gowganda Gold Rush—Testing the "Line Busy" Phone Calls.

Written for Canadian Grocer by Staff Correspondent.

FEW men ever started in business with less capital than Wilson and Greenwood, Sudbury, Ont. and few men ever had such a long line of credit with so little to back it up. They were formerly with G. H. Lennon, Sudbury, and when the business changed hands, these two joined hands and hearts, and started out to build up a business of their own. When Canadian Grocer's representative called, they were in a small "shack," shown herewith, their own store having been demolished to make way for the new store. To him, the interior just looked like an ant hill, so many people were going in and coming out.



Temporary premises of Wilson & Greenwood while new store is being erected. Note the sign. Much business is secured from fire-rangers and prospectors.

After being in business five years, they have found sufficient money to erect a three-storey concrete fireproof building, with strong windows — windows with copper frames, and no obstructions. At the time they set out in business, all they could find was an old cottage, which they papered over to cover the cracks. The wholesalers provided them with sufficient stock, and before long it was necessary to enlarge the rear, and add stables. Now they have built a handsome new building.

Gold Seekers as Customers

At the time they began, the gold rush to Gowganda was on, which accounts for the immense sign seen in the picture. This sign was erected specially to attract their attention, and it brought in a lot of business. Prospectors were very particular about their supplies, and it was necessary to check them over three times before handing them over, for a prospector who found himself at the end of his journey without his supply of matches, say, might say things that would not be good for future business.

All supplies were carried in cotton bags, bearing the firm's name in large letters. Prospectors, when they were through with these, used to hang them on trees, making a good ad for the firm. They came in handy also, for carrying ore samples, and in this way have travelled all over the world. In those days they earned a splendid reputation for their bacon, with the result that orders came in years afterwards from out of the way places like Cochrane and Cobalt, from ex-prospectors who insisted on having the same brand. This caused the packers down in Ontario considerable amusement, as the same bacon was being sold in Cochrane and Cobalt. Little business is done nowadays with prospectors in Sudbury.

Fire Rangers Buy Heavily

A new and very similar trade has taken its place, however—that of provisioning fire rangers, five hundred of whom leave Sudbury every season, spending five months in the woods, and carrying their supplies on their backs. Last season, Wilson & Greenwood secured orders for thirty outfits, one to every two men, all of which were taken and supplied inside of one week. This kept the store on the qui vive together with their regular business.

The writer made a note of several items in one order, which amounted to $67, and was carried by two men. The items were: — 125 lbs. of flour, 35 lbs. bacon, a ham, 3 tins desiccated potatoes, 30 lbs. white sugar, 4 lbs. coffee, 2 lbs. tea, 6 packets cream cheese, matches, candles, beans, split peas, soap, rolled oats, cooked ham and sardines, canned butter, pain killer, liniment and honey. Some of them took seeds with them and grew what vegetables they required. Dried fruits were a big item in many orders.

Much of the business in town is done over the telephone, for which special clerks are employed. Here is an interesting point. Having a suspicion that they were losing business through one phone being busy, they requested the telephone company to test their phone during one morning. It was shown that thirty calls were made and the line reported busy. Immediately another phone was installed.

Their other equipment includes an electric coffee grinder, computing scales, a meat cutting machine, a computing scale for sliced meats, a large refrigerator, a computing scale for cheese, and a cash register. Fifteen men are employed, and deliveries are made with four single rigs and a team.

William Greenwood worked for a while in a store at Kenora, Ont., later being employed by J. A. McKerchar, Winnipeg. This is his first venture in a business of his own. William Wilson was with G. H. Lennon before joining Mr. Greenwood in this business.

Building Up Business in Provision Department

Methods of Various Dealers Who Are Making a Success of Cooked Meats, Bacon, Sausage, etc.—Getting Trade by Watching the Quality of the Butter and Eggs—Part Played by The Meat Slicer In Increasing Meat Sales.

BEFORE launching into the grocery business in Niagara Falls (South) Ont., J. S. Baxter with his son was in the meat business exclusively. When they opened the grocery store some six years ago, they made it a firm rule that no one could purchase meats unless they also bought their groceries from them, too.

From what the average person knows about human nature, he would say that such a hard and fast regulation would not last very long—that the customers who had been dealing with them would be liable to kick over the traces. This has, however, not been the case and to-day Mr. Baxter enjoys a nice trade in both groceries and meats. Of course some customers were lost but the gain in grocery turnover, has more than balanced that loss.

Eight-Year Slicer Good as New.

The meat department of the Baxter store is just inside the door where a special counter is devoted to both fresh, cured and cooked meats. For slicing cooked meats and bacon a large meat slicing machine is used which was purchased eight years ago. "It is just as good to-day as it was then," said Mr. Baxter, "and the only expense it has been since then was a new knife which cost $3. A machine like that makes a man strive hard to push the sale of bacon but when the old knife system was used, it was too much like hard work and no one was very anxious to make a sale."

The meat trade represents 40 per cent. of the entire business and by operating the two departments delivery costs are lessened. A large refrigerator stands back of the meat department to prevent losses through spoilage. A sausage grinder is part of the equipment. The top of this is taken off the machine when not in use and kept cool in the refrigerator. A computing scale is also used which assists in eliminating the leaks.

The delivery outfits of the Baxter store are a credit to it. The proprietor is careful that his horses are not overworked. He has two delivery rigs going throughout the week and three horses to run them so that there is always a horse in the stable resting. Before entering on his retail career, Mr. Baxter was a farmer and it may have been this early training that has taught him the value of the preservation of horse flesh.

The motto of this store is "Good Things to Eat." This can be seen not only inside the store but it goes all over the town on the delivery wagons.

* * *

Provision Trade Increased Fourfold.

There is usually no better recommendation for the meat slicer than to talk to the grocer who has installed one—and the better the machine usually the better the opinion of it and what it has done to increase the turnover in the provision department. And it is not necessary that there should be a big business in sliced meats to warrant the installation of one of these machines even though the original investment looks high. The point to be considered is not what business is being done without the slicer but rather what could be done with it.

At the store of J. E. Beaton, Oshawa, Ont., there was a fair business being done in sliced meats: then a modern slicer was installed and the effect was remarkable.

"We were cutting six backs a week before we put in the mechanical butcher," said Mr. Beaton enthusiastically, "and now we are cutting twenty-five." Thus the volume of business was increased four times: that is something for the grocer to think over.

In another grocery in this town, that of J. S. Kyle, there is also a modern meat slicer. Mr. Kyle did not go into particulars as to the operation of the machine but he did make the significant statement that it had "made a lot of money for him." From Mr. Kyle this is a lot, for he is known as a shrewd and energetic business man.

* * *

Money in Sausages.

There are many grocers with a provision department who are overlooking an item which would bring them some money when they do not handle sausages. Where there is a department there is very little trouble to carry them especially in the cold weather when they command the best attention—demand is comparatively light in the summer and in some stores would not be worth attention.

* * *

W. V. Webster started into the grocery business in Trenton, Ont., last November. He opened a provision department which has done well. He put in ten pounds of sausage as an experiment. He sold them and increased his order the next week. The business continued to grow and through the winter he was handling as much as 100 lbs. of sausage a week—and his is not a large store.

Mr. Webster got his sausage at 9c to 10c a lb., and sold them at 15c. He made a nice profit on it and by giving it a little attention there was no loss sustained.

* * *

Butter and Eggs Get Trade.

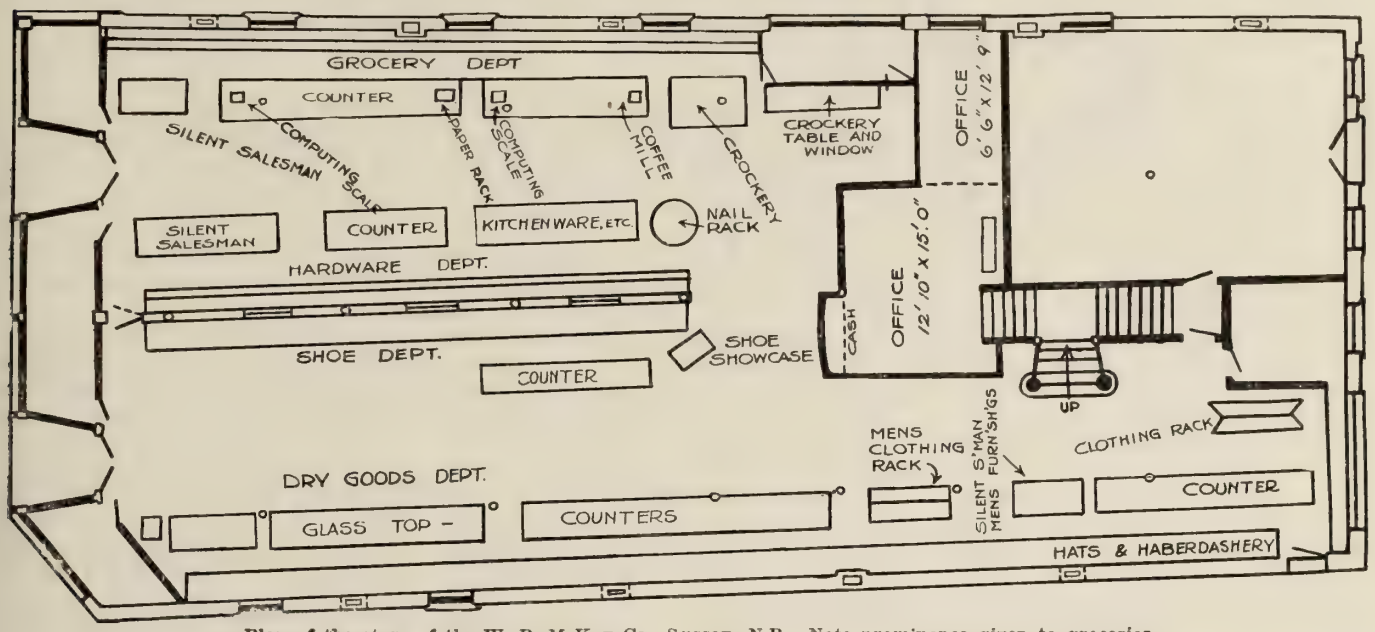
That there is a lot of business which can be brought to the retail grocery store by giving the people dependable butter and strictly fresh eggs, is one of the conclusions which H. A. Ross, of Oshawa, Ont., has arrived at after spending twenty years behind the counter and serving the needs of the people of more than one community.

Mr. Ross in his Oshawa grocery makes a specialty of butter and eggs. He says that it brings him business. He does not figure that in making three to four cents a dozen on eggs or the same on a pound of butter that he is much money ahead—and nearly every grocer will agree that he is not at present prices. At the same time Mr. Ross considers that he does make money from the fact that he has been able to increase his circle of customers thereby—he has patrons who are among his best who were brought to the store (and retained) by being able to get dependable butter and eggs.

Creamery butter is handled by Mr. Ross but he states that he prefers to get good dairy products when he can, and he has a number of farmers who bring him their yield and upon whose make he can depend. He is thus able to give dairy butter which he feels he can guarantee. He also makes certain of the freshness of his eggs by knowing from whom he gets his supply and in this his wide knowledge of the district is very helpful.

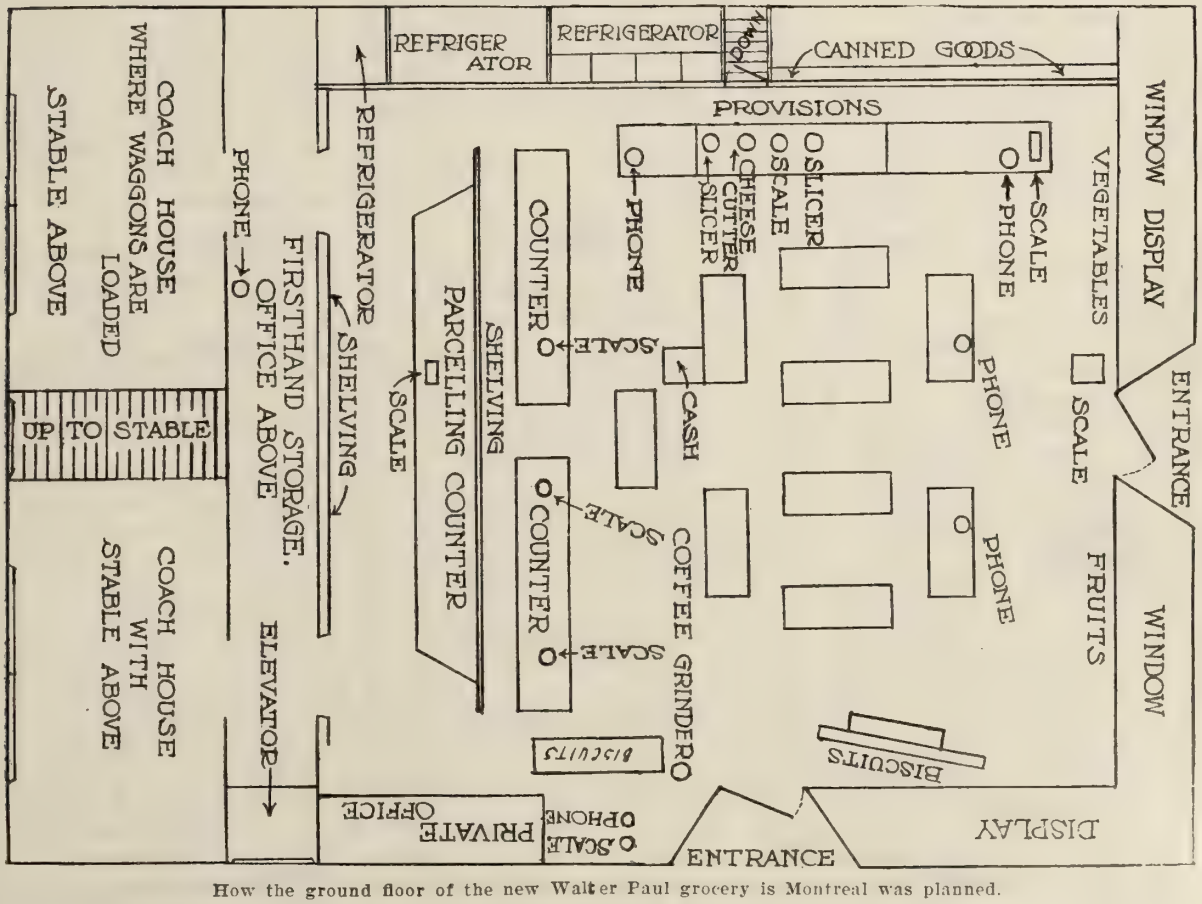
In Oshawa it is very difficult for the grocer to make anything out of butter or eggs. This is due to the fact that many of the farmers prefer to peddle their wares around the streets for the three or four cents extra profit and for this reason the grocer cannot charge more. But as stated before, with Mr. Ross it is a question of policy rather than profit.

PLAN OF A LARGE NEW BRUNSWICK GENERAL STORE



Plan of the store of the W. B. McKay Co., Sussex, N.B. Note prominence given to groceries.

AN EXCLUSIVE MONTREAL GROCERY STORE LAYOUT



How the ground floor of the new Walter Paul grocery is Montreal was planned.

The Christmas Ad from the Printer's Standpoint

Winners in an Ad-setting Contest Conducted by the Trade Paper of the Newspaper Publisher—Suggestions That Will Aid the Merchant in Making His Copy in the Newspaper More Readable and More Productive.

SOME weeks ago Canadian Grocer announced an advertising competition being conducted by Printer and Publisher—the organ of the printing and publishing business in Canada—which would be of considerable interest and advantage to the grocery trade. The contest has been completed, and the judges have given the awards, resulting in the advertisements reproduced herewith getting first, second and third prize respectively.

The competition was conducted in this manner: The editor of Printer and Publisher submitted a piece of copy to be set up by Canadian printers in what they considered would be an ideal newspaper advertisement for a retailer. Each contestant, therefore, had the same piece of copy to work from, his task being the setting of it in a style that would appeal to the majority of the judges. It was a contest chiefly from a typographical standpoint—that is, in so far as the typograpihcal arrangement and lay-out would improve the selling characteristics of the advertisement.

Will Improve Ad. Setting.

Thirty-six different settings of the one advertisement were received, and, as already stated, the first three winners are reproduced here. That this competition will mean a good deal to the merchants who are regular advertisers in the newspapers is readily seen. The trouble with a great many of the retail advertisements that appear is that they have been poorly set and arranged by the compositor to whom the foreman of the printing office entrusted the copy. If every piece of copy entered in the contest could have been shown here, this would have been made plain. A few of the entries were not much more or less than jumbled up bunches of type, and with too many series of type in the one ad. This is something the merchant should avoid if at all possible. The trouble is that when the advertisement has been set up, there is usually little time to make changes before the forms go to press. It would be far better if the ad. were set up correctly in the first place.

A glance at the first prize setting shows a neat arrangement of the copy. Remember that there was in the first place no arrangement whatever to work upon. The copy as submitted was all in the regular type of the paper mentioned. This printer separated it into parts, and of his own accord inserted a neat illustration. He came to the conclusion that the important announcement—and the others did the same—was that the Christmas dinner must be made a success. These were the words that were featured, therefore, in the heading. As another feature of the copy he picked out the part about "the fresh shipment of Delicious Fruits that had just been opened." The words Delicious Fruits appeared in a little large type than the rest of the ad., except the heading and the signature.

A Word About Illustrations.

There is an air of refinement about the winner of the secon prize. This is attributable no doubt to the simple, but dignified illustration at the very top of the page. Unless something of this character can be secured it is better to omit illustrations altogether. At the same time it is appropriate for a Christmas advertisement. The type this printer picked upon and the general arrangement is pleasing to the eye, and it was from these two characteristics that this particular piece of copy was placed among the early winners in the contest. It is well balanced, and an ad. that would draw the eye of the average housewife looking over the newspaper.

While prize-winner No. 3 may not be quite so attractively set as the others, yet as a selling advertisement it ranks high, because it is so easily read. One of the important parts of the copy is the list of Christmas dried fruits and other goods. The printer who set this did not overlook that point, as did the others to a large extent.







In a contest for the best set newspaper advertisement using supplied copy the above three arrangements won the prizes.



Four Christmas newspaper ads. submitted in our competition of last year. The one in the upper right-hand corner was the winner.

Four Competition Ads Submitted by Retailers

Compare the Setting of These With Those on Opposite Page—Types of Newspaper Ads That Get Reader's Attention—Value of Descriptive Matter.

IN Canadian Grocer's Christmas ad-writing competition of last year the advertisement in the upper right hand corner of the above cut carried off the prize. Together with it, are reproduced three other good newspaper advertisements submitted for the same contest and a careful inspection of them all will present some good pointers to those who have Christmas advertisements to write this year.

The advertisement of a retail grocer should be judged from its power to attract the attention of the reader, to hold that attention until the entire ad. has been read, to create a desire for the possession of some at least of the goods advertised, and finally to turn that desire into a buying action.

How well do the above ads succeed in these respects?

The advertisement of the Climax Grocery, of Fort William, Ont., it will be seen, has an appropriate heading cut, and while cuts like this do not always add much to the appearance, nevertheless these are to be commended unless they become too prominent and attract from the remainder of the copy. This cut does not do that. The heading: "A Successful Xmas Dinner," is one that should get the attention of the woman who is at all anxious to excel her past efforts at this the greatest meal of the year. This is followed up with a few lines tending to denote confidence in the goods and service supplied by the Climax Grocery. The small cut of the turkey in the centre balances nicely the one at the top and the list of goods at either side.

Descriptions are Effective.

The advertisement of the McKenzie Co., Kelowna, B.C., originally covered about half a page. The only criticism the judges had to make re this was the repetition of the word "Christmas" in the heading. At first glance one reads right along this row of words and it is not until he gets to the end of the line that the words "necessities, notions, dainties, etc." are seen to have been omitted. The remainder of this advertisement is to be highly commended. The sub-heads such as: "For Cake and Plum Pudding" are sure to catch the eye and the goods listed under, or at least many of them, are described in a way that creates desire on the part of the reader to possess some of them. Raisins for instance are described as "fancy seeded" and "big juicy ones." This is the kind of copy that gets the attention of the reader interested in the purchase of Christmas baking materials.

The advertisement of Murphy Bros., Montreal, Que., is attractive, the bell border being not too large to detract from the reading matter and being appropriate for Christmas at the same time. The headline of this might have been stronger such as "Dainty Xmas Groceries." The next three paragraphs successfully point out that the stock of Christmas goods is complete and of a high quality and the listing of the items in the panel in the centre is neatly done. The little panel around the words "Shop Early at Murphy's" could possibly have been done without as the tendency to-day is for plain unvarnished copy—and of course copy that will grip the attention.

Should Create Desire.

The heading and introduction of the Yuill Bros. ad. are particularly good. The housewife will feel keenly interested in any hews that will help her grace the Christmas dinner table and will be tempted to get further information that will assist her in this operation. The talks about the various lines are conducive too, to the creation of a desire to purchase some of the goods so appetisingly described. This latter feature is one every ad-writer should carefully study because it means so much to the effectiveness of the advertisement. The day has gone by when the advertiser can obtain results that will pay him by simply running a bare statement and the name. People have been trained to look for something attractive. Flatter their judgment and attention is soon secured.

D. W. Clark, an Avenue road, Toronto grocer, has been invited to give an address before the annual convention of the Ontario Fruit and Vegetable Growers' Association week after next, on the retailers part in the marketing of fruit and vegetables.

How Other Grocers Do Things



A Front Door Sign

ON THE front door of the grocery of J. S. Kyle at Oshawa, is the sign:—

KYLE LEADS,
OTHERS WORRY.

The point of the statement is one which is likely to give rise to some thought on the part of the store's customers.

• • •

Convenience to Customers

ALTHOUGH Field & Brother at Cobourg, Ont., conduct a dry goods establishment and have done so for the past eighty-two years. a visitor will find that behind one of the counters is a limited stock of canned goods and other staple grocery lines of canned and packaged goods. The firm does not make any pretensions to conducting a grocery department in the store. It was explained to a representative of Canadian Grocer that it had been found that it was a matter of convenience to some of the patrons of the store to be able to get their groceries without leaving the establishment.

• • •

Eliminating Leaks

AN INVARIABLE rule in the grocery store of F. H. Taylor, Niagara Falls, Ont., is that all jugs sent out to customers containing vinegar or other liquid are charged up at the rate of 25 cents each. When the jug is returned the customer gets credit for it. This is one of the ways in which the leaks in this store are stopped up.

This merchant does a large trade in finnan haddies. The boxes in which they come are carefully opened so that when empty they are available for selling. Five cents each are secured for each box which means a nice little extra revenue during the year.

• • •

On the Alert

A MAN walked into the store of R. H. Beck, Ottawa South, the other day, and asked for permission to use the phone. From what he said over the phone, Mr. Beck gathered that he was a new-comer.

"Are you going into that new house?" he asked when the man had finished.

On receiving a reply in the affirmative, he handed him his card, and asked him to draw his wife's attention to the store. He secured a new customer.

• • •

Cash Carrier, Cash Register

IN THE store of W. H. Scott, Bank St., Ottawa, there is a cash carrier system in use, and a cash register is also employed. The two are operated in conjunction. The latter is used simply to print checks, which are then sent with cash to cashier via the cash carrier system. On checking up at night, the detail slip in the register must correspond with the cash in office. If an error has occurred, it is discovered by comparing checking slip with checks received by cashier and the counter book. The cashier also makes an entry of each check as received. To keep check of pay-outs for sundries, a small check book with stub is used, the duplicate being sent by clerk to cashier, who thereupon returns cash, and retains the slip.

• • •

Every Customer Satisfied

CLERKS in the grocery section of the A. E. Rea department store, Ottawa, have received instructions never to lose an order because goods asked for are not kept in stock, but to take the order, and see that the goods are delivered. This is in accordance with the policy of this house to please their customers at almost any cost .

• • •

No More Itemizing

J. S. PIPER, West Fort William, when sending out monthly statements, used to itemize all their accounts, which occupied considerable time of the bookkeeper. Now, each bill given to a customer is numbered, and statements at the end of the month instead of being itemized, simply bear these numbers. Duplicates of original itemized slips are filed and bound in volumes by the bookkeeper in his spare time. In

Going After Christmas Business

By J. B. Kemp, Pembroke, Ont.

I begin going after Christmas business in October by using locals in the newspaper drawing attention to the quality and freshness of the goods. During the Yuletide season when friends gather at home the best obtainable cooking materials are always wanted, and I point out this in the locals.

One of the best selling assistants in disposing of Christmas goods is undoubtedly the window. By arranging the goods neatly in a clean window with price tickets, and by connecting this up with displays of samples on the counter where they can be conveniently examined, I find that splendid sales are always made.

To eliminate the little leaks around the Christmas season goods such as sugar, raisins, currants, peels, etc., are parcelled up in spare time so that the clerks on a busy day can give their entire time to the work of selling. Everything too is arranged as conveniently as possible so that all unnecessary waste motion is cut out. So that mistakes in delivery may be reduced to a minimum, the clerks are always impressed with the importance of keeping all orders separate, and completing one order before another is begun.

Among the fixtures and equipment that help us handle our trade in busy times expeditiously are an account register, cash register, computing scales and platform scales, meat slicer, electric coffee mill, large refrigerator, biscuit racks, and silent salesmen. These are all indispensable now—so necessary in fact that I could scarcely tell which I could best do without.

I try to arrange a window that will invite the customers into the store and once in he is a poor salesman who cannot sell them goods.

case of a dispute, these are easily referred to.

• • •

Special Duties of Clerks

IN THE grocery section of Hudson's Bay Store, Edmonton, Alta., each clerk has his own allotted section of the store, which he must keep clean, stock in good condition, and all goods marked distinctly. The last is a new departure in the Hudson's Bay store within the past year. Clerks must place all daily wants on an order slip, which must be on the manager's desk not later than 5.30 p.m. It is their duty also to take a note of goods wanted from the basement each afternoon. These are brought up by elevator, and clerks put them in stock.

• • •

Premiums Were Eliminated

DOES the giving of premiums increase the trade of the retail grocer? While this, no doubt, depends on the location of the store and the class of trade catered to, the answer of Henry & Glackin, of St. Catharines, Ont,. is in the negative. This firm is located in a residential district but not very far from the centre of the city. "We used to give premiums," said Mr. Henry, "but four years ago we decided to discard them after much consideration. The first year the business increased $7,000, the next $7,000 and last year $5,000—so you see the move was a profitable one for us. When a customer has confidence in you and knows that you are only charging her a fair price, there is in my opinion no necessity for premiums, price cutting or discounts. Most people nowadays think they have to pay for everything they get and I do not believe they are very far wrong."

• • •

Cleaned Up on Bankrupt Stocks

THIS is the incident of one grocer who bought a bankrupt stock and made some money out of it. It was, he claims, a good stroke of business. The idea is not that we are recommending grocers generally to go into the bankrupt stock business. The success of such a venture depends upon the nature of the proposition and the man who may desire to take it up. It would not be possible to lay down a set of rules. The store which failed had been carrying a stock estimated at between $500 and $600. The merchant went to the sale and bought the lot at $260. He did not move to his own store but put on a sacrifice sale in the stand where the stock was located. And to this stock he did add a lot of stuff from his own store which he had found difficult to sell while maintaining a first-class front.

The result was that the sale was a big success and on his investment of $260 he cleared $180 and at the same time he disposed of a lot of stuff which he had had in his own stock and which he had considered as being practically dead. This grocer is looking for more bankrupt stocks.

• • •

Picking up Summer Business

NEAR Trenton, Ont., is a small summer resort known as Twelve O'clock Point, where there is a hot-weather hotel and a number of cottages, where fresh-air lovers live in the dog days. This past season was the first that W. V. Webster had spent in the town, having opened a retail grocery there last fall. Mr. Webster joined the little circle of residents at the resort, and, although he did not seek business, he had no objection to taking what came his way, with the result that he secured eight or nine good accounts, which promise to stay with him all the year round.

• • •

An Admirer of Fancy Baskets

IN many of Canada's finest grocery stores the fancy basket for display purposes, both in the window and in the interior of the store, has gained much favor in recent years. Harry Lea, of Simcoe, Ont., believes in the fancy basket, because he says it gives a refined touch to the store and creates an air of cleanliness and class. For this reason he makes it a point to pick up an occasional basket here and there, and now has a very nice collection of them. In the window when filled with excelsior and trimmed with apples, nuts, cranberries, and other fruits, they make a nice showing.

• • •

What a Little Stand Did

IT was just a small revolving stand on the counter. Probably it wouldn't cover more than a square foot of space at the most. With a brush of the finger it would go spinning around. It was an octagon-shaped stand, not more than a foot and a half high. But it sold some goods nevertheless. There were little grooves in each of the eight slides, into which small bars of chocolate could be placed with the attractive part of the label facing outwards. There was room for 32 bars of the chocolate altogether, and each was priced at five cents. The first week this was installed in the store of W. H. Martin, Niagara Falls (South), Ont., it sold itself out. That meant a turnover of $1.60 extra, with practically no additional bother. In itself that may not be considered a great deal, but for a square foot of space that would be otherwise non-productive it did exceedingly

Cultivating Beans Too Hard Work

The high price of beans back in the eighties was responsible for a merchant in Delhi, Ont., going into the retail business. This may seem strange on the surface, but nevertheless it is true. J. W. Bannister of that town is the man. At that time, war was in the fashion too. It sent the price of beans a-soaring, just as the war of the present day has done. Mr. Bannister was on the farm then with his father not far from Delhi, and with beans on the ascendancy in price, every farmer was anxious to grow as many as he could handle. In those days too we had not all the facilities for planting, hoeing, pulling and threshing as exist to-day and everything had to be done by hand.

The first year Mr. Bannister's father planted some 8 acres of beans. The work of taking off the crop was long and arduous. It meant a sore back every night, as any one will appreciate who has ever harvested beans or picked potatoes. The youth found it a most toilsome and trying job and told his father that if he ever planted that many beans again, he would have to leave the farm.

The next year still saw the price of beans high, and Mr. Bannister, Sr., probably forgetting the intimation served upon him the year previous, again planted the same acreage of beans. The son, upon whom devolved the largest amount of work in the cultivation and harvesting of the crop, was none too well pleased. He stayed until the crop had been successfully taken off and then made good his threat to quit the agricultural life.

For a year or so he worked with a merchant as clerk in a nearby centre. Later the railroad had attractions for him, and as that section of the country was noted for many railways he had little difficulty in securing a position as telegraph operator. This work took him before he finally relinquished it, to many Canadian and United States cities. Later on he decided to have a business of his own and opened up a general store in Delhi.

This little story too, tells of an actual instance of why boys leave the farm.

well. Several of them would mean much in a year.

This same little revolving stand is still getting the business.

* * *

Oyster Trade Worked Up

THAT trade in almost any line can be considerably increased by attention and proper display is the contention of Harry Lea, a Simcoe, Ont., grocer. An example of this is given in the extent to which his oyster business has grown. At the entrance to the store during the oyster season is an oyster case which displays the goods and keeps them in a sanitary condition. This reminder, together with the stocking of good goods only, has resulted in an oyster trade of more than 300 gallons in a season. At a time like the present when business in some lines is curtailed through difficulties in getting stocks, a line like oysters will bring in some extra business.

* * *

Two Tons of Sugar Sold

A COUPLE of weeks ago there was a window display of that staple of staples—sugar—in the store of J. S. Baxter, Niagara Falls, Ont. This was neatly arranged with cartons of sugar and small sacks, while in the centre was a large glass candy jar filled with the white crystals. There was also an interior display on a table inside the door. Mr. Baxter stated that in two weeks—the length of time the displays were in—they sold no less than two tons of sugar, and at a good margin.

* * *

A Prize-Winning Delivery Horse

It is pleasing to note the pride so many grocers and their drivers take in their delivery outfits. Apart from this pride, it is good business to turn out a nice outfit, which, as it stops from door to door, will always be a credit to the owner.

The illustration herewith shows the delivery horse of James Crawford, Kingston, Ont., which, by the way, is a recent prize winner. At the "Work-Horse Parade" there not long ago this horse captured first prize in the Merchants' Delivery, single class. It was driven by George Bryant, who is just as keen on maintaining the appearance of the horse as the proprietor himself.

The judging did not take place only on the day of the parade but during the three months prior to it

"To my mind," stated J. S. Crawford, the manager of the Crawford store in referring to good delivery outfits, "this work-horse parade should be encouraged in every town. This one is only our second, but there has been a hundred per cent. improvement in the outfits, generally speaking, over last year, and no doubt next year we will see more than a hundred horses instead of sixty-three."



A Kingston, Ont., prize winner in Work-Horse Parade.



HANDSOME NEW STORE.

(Continued from page 65.)

ods and equipment will permit—and when a stable is properly looked after there is no reason for a nuisance.

An ice machine has been installed for the cooling of the refrigerators and when the equipment is complete there will be one of the latest cash-carrying systems to facilitate the work of the clerks. This machinery is in the basement.

A large portion of the second floor is used for the storage of additional stock and the elevator gives ready access to it at all times. In addition there is a big storage space in the cellar which is also reached by the elevator and it is proposed later to have a refrigerator installed here for keeping fruits and vegetables in the best of condition.

Dodging the High Rents.

The Walter Paul grocery is not on what is called a down-town street. For thirty-five years he conducted his business on St. Catherine street, which is the main retail business thoroughfare in the city. The new store is located a block off the main street—and the immediate advantage is seen in the size of the splendid two-storey building, which covers a lot 75 by 100 feet.

High rents are responsible for a number of vacant stores on St. Catherine street, in the opinion of Mr. Paul. "They are so high as to be beyond the earning capacity for the location," he stated, and continuing, he said: "Towards the end of my tenancy of the St. Catherine street store my rent was put up to $13,000 a year, so I decided to move and I am well satisfied with the change. A store such as I have now would mean a rental of about $50,000 a year on the other street, and as about seventy-five per cent. of my business is done by telephone, I consider that I am better off here, especially as I have a store in which there is plenty of room both for displaying the goods and for the accommodation and convenience of my customers."



SELLING NEW LINES TO THE EVERY-DAY CUSTOMER

(Continued from page 68.)

home to your landlady and ask her to cook them all up and decide on which you think is the best."

In relating the incident to Canadian Grocer Mr. Werret said: "In order to make the test as impartial as possible. I took samples from each of the cartons, numbered the samples 1, 2 and 3, and numbered the broken cartons the same. She decided after a fair trial that while there was not a great deal of difference among the three, sample No. 2 was the best if any, with No. 1 a close second. It transpired that we were making a cent a pound more profit on No. 2, so this was the one we got behind. Sample 3 was really cheaper than either of the others, but we never sacrifice quality for price or margin. The only good business course open to us was to sell for all we were worth starch No. 2.

"The clerk should know that as he helps to promote the interests of his employer, he is promoting his own interests as well," he declared.

Mr. Werrett maintains that the newspapers should do more to educate the public to the realization that when a reputable merchant advertises his goods in their pages he has every confidence in them. "Goods that have merit in them," he added, "will stand the light of publicity," and he had made actual instances to prove his contention.

He has worked up a fine and profitable trade on a certain cleaning powder which through his newspaper advertising and personal conversations he introduced to his trade. He has stocked a jam that was advertised in Canadian Grocer and has successfully introduced it. He has found this line to be a particularly good one from a quality standpoint, and recommends it whenever just "jam" is requested.

Added Provision Department.

Another way by which this dealer has increased his turnover is by opening up new departments which are being carried along at little further expense. "I noticed," he said, "that some time ago you were recommending in Canadian Grocer the installation of a separate provision counter. We took your advice, installed the counter and a meat-slicing machine. I find that this counter is not only increasing the turnover, but it is bringing in business for groceries."

Opportunity for Fish as Popular Cheap Food

Grocers Can Aid the Head of the Family in Dealing With the Problem of the High Cost of Living—Food Value Almost as High as Meat and Price 20 Per Cent. to 50 Per Cent. Less—Government Leading a Campaign to Increase Consumption.

SUBSTANTIAL staples at moderate prices will find a popular reception with the great majority of families during the coming winter. Without commenting upon the particular factors which have brought home more than ever recently the problems of the housewife in relation to the high cost of living, let us suggest a food that can be made to assist the family exchequer considerably without reducing the sustaining value to its members. This reference is to Fish. Under the circumstances it would appear that the time is ripe for Canadian people to turn their attention to fish as a food to a greater extent than ever before. The point is that if there is going to be more fish consumed then it is time for the grocer to consider methods for getting a share of that business.

The significance of the desirability of turning the public appetite to fish is to be gathered from the fact that the Department of Naval Service of the Dominion Government has been waging a special campaign in this direction for the improvement of marketing facilities and for the education of the public. Recently a handsome and attractive booklet has been issued which says by way of introduction:—

"In these days when the cost of living has become such an important factor, it is necessary for the average housewife to give careful thought to providing for her table. The articles secured must not only be reasonably cheap, but they must be palatable and nourishing. Fish meets these requirements; attention is called to it as one of the articles that should daily have an important place on each bill of fare."

The booklet has been issued "in the hope that it will come into the hands of many in whose homes fish has not yet become an important part of the diet of the household, and who will, by a perusal of its pages, be led to see the wisdom from the standpoints of both economy and health, of giving fish as an article of food a prominent place." It contains, in addition to elaborate tables which illustrate the food values of fish, descriptions of the various Canadian fish and a large number of recipes for both frying and boiling fish as well as executed illustrations of the different species.

Fish as a Food.

Sir James Crichton Browne, M.D., D. Sc., Lord Chancellor's Visitor, etc., in an article "Value of Fish as a Food," states that it cannot be too strongly insisted on that for working people of all classes—those who work with their heads as well as those who work with their hands — fish is an economical source of energy necessary to enable them to carry on their work, and that for children and young persons it furnishes the very materials that are needed to enable them to grow healthy and strong.

Sound Talking Points.

The grocer who is selling fish should be able to make good use of information of this kind in making converts to the fish diet. The same authority states that another very important reason why fish should be generally used is its easy digestibility. The rapidity with which any kind of meat flesh dissolves in the stomach depends largely on the fineness of the fibre. Thus beef is less digestible than mutton, because the fibres are longer and harder, and again mutton is less easily digested than the breast of a fowl.

In fish the muscle fibres are very short and are arranged in flaky masses, which are easily separated from one another. Hence fish lends itself to comparatively easy digestion; fresh fish is more readily digested than salt or cured.

As explained in Recipes for Sea Foods, published by the New England Fish Exchange, of Boston, although foods are so different in appearance and taste, analysis shows that they are made up of a comparative small number of compounds. These are water and so-called nutrients—protein or nitrogeneous materials, fat, carbohydrates and ash or mineral matter. Familiar examples of protein are the lean of fish and meat, white of egg, casein of milk and gluten of wheat. Fat is found in the fat of fish and meat, in milk (butter) and oils. Starches, sugars and woody fibre or cellulose, form the bulk of carbohydrates.

The value of a food depends upon the amount of digestible nutrients it contains and the cheapest food is that which supplies nutriment at the lowest cost. Analysis show that fish like meat is a nitrogenous food. For instance:

Market cod at 8c. per lb. contains 11.1 per cent. protein, so that one pound of protein purchased there, in the way of codfish, would cost slightly more than 72c. Beefsteak contains nearly 15 per cent. protein and at the price of 20c lb. would represent a cost of $1.33 for a pound of protein. Haddock contains 8 per cent. protein and sells about the same price. Halibut at say 16c lb. would represent $1.04½ per pound of protein, and mutton chops at 20c. lb. $1.54.

Many other examples could be given but generally speaking it may be said that while fish is 20 per cent. to 50 per cent. cheaper than meat it is only 2 per cent. to 4 per cent poorer in nutritive nitrogenous ingredients.

Up to the Grocer.

In the Government booklet referred to it is inferred that the grocer could be a big factor increasing the consumption of fish. We quote:—

"Fish is now largely handled in meat shops which is not a desirable condition."

Comment is also made on the fact that the retailers often do not present

(Continued on page 106.)



Selling Fruits and Vegetables on Appearance

Condition and Manner of Display Big Factors in Creating Volume And Volume Means Elimination of Loss—Spray Stands Sell Vegetables—Much Depends on Careful Buying.

THERE is probably no department ment in the grocery store which presents the same possibilities to make or lose money as that of fresh fruits or vegetables—this is not an opinion of the writer necessarily, but is the consensus of views expressed by several retailers who have studied the problem. It is not so much the question of the margin of profit—that is usually satisfactory and if it is not the department should never be started—it is rather a question of volume of business and even more particularly the elimination of loss through stocks going to waste.

There must always be a certain margin of waste in this department. Fresh fruits and vegetables are in a perishable commodity and there will be some portion of the stock that the grocer will have to lose while it is in his hands. But this margin bears a direct relation to the volume of goods handled—it is here that the secret of the successful operation of the department largely lies for the waste on a big turnover is not likely to be any larger than on a small business.

The point then which the grocer must most seriously consider is in getting this volume of business. The great factor will be found to be in service. If there is anything in particular that the people like fresh and clean, it is fruit or vegetables. The grocer who can work up a reputation in this respect will soon find that he is attracting a large circle of business. If it be found that in a town or city district there is no other store which is giving this special service then there is a great opportunity.

Tasteful display of goods is of first importance. People buy fruits and vegetables on appearance—the question of price is a secondary consideration with the high class trade in buying food stuffs of this class. Consider the difference of two stores in a small western town. At one there were bunches of celery hanging out in the sun, the tops were wilted and the stalks looked as tender and toothsome as strips of buckskin—other garden products were laid out in the same way a prey to the sun and the flies. A few doors away was a window display of fruits and vegetables—fresh looking and well arranged—there was nothing outside the store. Backing the window display was a spray fountain for vegetables and the whole effect was fresh and tempting.

A grocer in an Ontario town was asked as to his methods of selling fruit in quantities. He said that he had made a special effort to serve the needs of the high class trade with fresh fruits and vegetables because other stores did not. His stock was never put outside the store; it was never allowed to sit on the floor. Tasty and fresh window displays were arranged daily and the spray machine set off the vegetables. It was not long before people began to appreciate the difference. For a while there was not much profit and then the trade grew in volume until there was a very nice balance to the good; it was in the volume of business that he found success.

This man was enthusiastic about his vegetable fountain. To quote him he had made the price of it hundreds of times in profits during a single season—but perhaps this was a little exaggerated.

An Oshawa, Ont. grocer, J. E. Beaton, has a spray stand which has paid for itself many times. Here also there is a fruit and vegetable window throughout the season—and the season starts early for there are hothouse supplies to be had from February on until the garden stuffs are ripe.

• • •

Careful Buying.

The grocer who has made a success of vegetables will refer to one feature of the business that is almost as important as handling—and that is buying. The greatest care must be taken to get good fresh sound goods; this may take time and the cost may be a little more but this is made up in the better price which people will be found willing to pay and in the reduction of loss through waste. Also there is a great danger of over-buying. This is where judgment must be used and it is for the grocer to gauge the demand—over-buying means waste and waste means loss.

In reference to this policy of buying, reference might be made to Walter Paul, Montreal, who has one of the finest grocery stores in the Dominion. For thirty-five years he has been catering to the high class trade of Canada's largest city and the fruit and vegetable department has always had his special personal attention. Despite advancing years he still does all the buying personally—he is a well-known figure on the Bonsecours market.

OPPORTUNITY FOR FISH AS POPULAR CHEAP FOOD.

(Continued from page 105.)

their wares in such a manner as to attract trade for the condition in which fish is kept is very important.

Cheap Fish are Good.

There have been great improvements made in the transportation facilities in connection with the fish trade and these have been a great factor in developing the fish trade. Cold storage fast freight services have been arranged by a government guarantee and concessions have been made in transportation charges on fish to Ontario and Quebec on the east and inland to Manitoba on the west.

But it might be pointed out that the fishing industry would be made more important to Canada and at the same time the price to the consumer might even be reduced were the people educated to the fact that there are certain species of fish which are usually ignored by the public but which are of excellent food value. For instance there are considerable numbers caught of skate, silver hake and dog fish, which are caught by the fisherman but for which he has no market, and he therefore must get more for the species which do find sale. A large wholesale fish merchant ventures the opinion that about 30 per cent. of the fishermen's catches are being thrown away. But there is evidence of a changing condition as instanced by the popularity and price value of the sturgeon which had a very poor demand a few years ago.

The booklet of the Department of Naval Service at Ottawa on fish and how to cook it, should be perused by every fish dealer in the country. Grocers can secure it on request and the department would probably be willing to send on some copies for distribution if assurance were given that they would be placed in the hands of patrons of the store who would make good use of them. In addition to a lot of general information of interest regarding fish and fisheries there are considerably over one hundred valuable recipes for the preparation of different dishes of fish, oysters, clams, etc.

From November 2 to 7 will be British Columbia apple week in Calgary, Alta.

Place Your Christmas Window in the Contest

This year *Canadian Grocer* will have as usual a Christmas window competition open to grocers and their clerks. When you have your best window in shape, have it photographed and entered in the race. It may be in the money.

Selling Power, Attractiveness and Originality

will be the basis of judgment. Windows must be trimmed with Christmas goods.

Photographs must be mailed before December 31. See that photographer gets good picture and give description of the window.

The Prizes

Towns and Cities over 10,000 Population		Centres under 10,000 Population	
1st Prize	$5.00	1st Prize	$5.00
2nd "	3.00	2nd "	3.00
3rd "	2.00	3rd "	2.00

The Christmas Ad. Writing Contest

For the best Christmas newspaper advertisement submitted by end of year *Canadian Grocer* will give a prize of $3; to the second best, $2. Clip it from the newspaper and briefly outline your ideas concerning advertising and its selling advantages.

Address:

THE EDITOR, CANADIAN GROCER

143-153 University Avenue

TORONTO

Current News

Quebec and Manitoba Provinces.

M. Swan has opened a new store 1311 Wellington street, Montreal.

Mr. Atwood, of J. C. Whitney Co., Chicago, tea dealers, was in Montreal this week.

W. Desrosiers has opened a store at the corner of Messier and Mount Royal avenue, Montreal.

L. P. Corbeau was recently appointed to take charge of the sales and advertising departments of the C. H. Catelli Co., Montreal.

F. H. Delaney, one of the oldest merchants in Etang-du-Nord, Magdalen Islands, died in Halifax Infirmary last week, aged 60.

There was a fire at the Ogilvie Flour Co.'s mill, on Mill street, Montreal last Wednesday, Oct. 21, which destroyed 8.000 bags of flour.

J. H. Leclerc is building a creamery and store on Central street, Granby, Que., where he will make butter, and carry on a retail trade.

D. Morris Skinner, of Manning & Co., Ltd., sugar and molasses exporters, Barbadoes, was in Montreal this week. He has now returned home.

J. F. Desmarais, manager of C. H. Catelli Co., macaroni manufacturers, Montreal, has been confined to the house with a slight illness for several days.

The grocery store of L. Herman & Co., corner of St. Catharine street and Fort street, Montreal, was broken into last Thursday night, and a quantity of liquor stolen.

Dupuis Freres, 447 St. Catharine St., east, Montreal, have opened a new meat market adjacent to the grocery section. The latter has been moved to the basement, and is now equipped with modern fixtures.

Ocean Mills, Montreal, of which E. Lefebvre is manager, are installing a complete equipment of new machinery at a cost of $8,000, which will enable them to increase their output at least 100 per cent.

Camaille Richer has sold his business at 252 St. Joseph street, Lachine, Que., to A. Parr & Co., who were formerly in business on the same street. Mr. Richer has opened up a new store in the north end, Montreal.

Dr. John Hjoft, director of the administration of fisheries of Norway, and Mrs. Hjort visited Halifax last week. Dr. Hjort is recognized as the foremost expert on fish in the world and is visiting Canada to look into the herring trade in the interest of his government.

The note in last week's issue to the effect that Forbes & Nadeau, Montreal, had been appointed Quebec agents for the Kellogg Toasted Corn Flake Co. should have read Kellogg Wheat Flake and Wheat Biscuit Co. They have also been appointed agents for Pyle's Pearline.

The regular monthly meeting of the Grocers' Section, Montreal Branch of the Retail Merchants' Association of Canada, Inc., took place on Tuesday. The meeting considered what steps should be taken for the enforcement of the by-law regarding peddling in the streets; the opportunity of subscribing for a bed at the Canadian Hospital of Paris; the annual subscription for hospitals; the election of the officers for the ensuing year, and other questions in the interest of the grocery trade.

Ontario.

R. S. Johnston, grocer, Toronto, is snceeeded by Johnston & Weir.

G. N. Totten, grocer, Toronto, has disposed of his business to P. L. Facell.

Fred Gill, of Gill Bros., grocers, Strathroy, Ont., was recently married.

J. W. Showler, grocer, of 874 Dundas street, London, Ont., has sold out to J. E. Scott.

Ed. Hazell, a Hamilton, Ont., grocer, has arrived home after a trip through the Eastern States.

Wilfred Clauss has joined the traveling staff of the I. X. L. Spice and Coffee Mills Co., London, Ont.

Charles Shields, a general merchant for more than fifty years in Tamworth, Ont., died last week at the age of 75.

Ira Storks, general merchant in Mono Mills, Ont., for ten years, died recently. He was operated on in the general hospital, Toronto, but died later.

Arthur Buckle, a Toronto traveler for Armstrong & Pafford, wholesale grocers, was killed by an automobile last week.

T. H. Knight, proprietor of the Model Grocery in Bowmanville, Ont., has disposed of his business to James Owens, of Belleville.

C. A. Elsley, Campbellville, Ont., has installed a ribbon show case, hosiery rack and revolving floor fixture in his general store there. Business, he says, is good.

D. E. McLeod, grocer, of 505 Darwin street, Stratford, Ont., has sold to Mr. Barton, who was formerly in the grocery business at 109 Down street, Stratford, Ont.

T. W. Scott, who was in the general store business at Blythe, Ont., has bought the grocery stock of the late John Proctor, corner Wellington and Grey streets. London, Ont.

S. Brickell, a St. Thomas, Ont., grocer was given a special prize for a window display trimmed with nationally advertised goods in a contest conducted by one of the papers there.

R. E. Blinn, grocer, of Dundas street, London, Ont., intends to move his stock and fixtures to the corner of Waterloo and Hill streets, where he is going to continue in business.

Fred Hartley, of Brantford, Ont., is confined to the hospital, having undergone a serious operation for appendicitis. He is out of danger and hopes to be around again in a few weeks.

Mr. Turnbull, of Edward Adams & Co., addressed the London Grocers' Association on Tuesday night on Profits. Mr. Carrothers, of South London, gave a talk on eliminating bad debts.

W. C. Miller, who is out organizing for the Retail Merchants' Association, has succeeded in working up a strong organization in Bracebridge, Ont. Some 29 members have already been enrolled. Peter Hutchison, grocer, being president of the branch, and Geo. Fenn of Ecclestone & Bates, the secretary.

At an executive meeting of the Retail Grocers' Association, London, Ont., last week. E. J. Ryan was presented with a large group photo of the executive.

handsomely framed. President Palmer spoke of the good work done by Mr. Ryan as chairman of the Sports Committee at the picnic held at Springbank Park recently. Thos. Shaw made the presentation. Mr. Ryan, who is a life member of the association, made a suitable reply.

Cohoon & Patterson, London, Ont., have just finished extensive alterations to their store on Central avenue. They built a new up-to-date butcher shop, and increased the size of their grocery store to double its capacity. They have one of the finest store fronts in the city. They have three large plate glass windows 9 X 6 feet on Central avenue, and one plate glass 9 x 5 feet on Maitland, a large verandah goes all around the store, which gives them ample room for displaying goods outside. This firm recently bought the building they are now occupying.

Western Canada.

B. Anderson & Son, grocers, Winnipeg, Man., have sold to A. Fienstein.

F. X. Brunnell, general merchant, La Fleche, Sask., has sold to Krocker & Co.

Buck & Howson, general merchants, High River, Alta., have completed alterations to their store.

Macdonald's Consolidated, wholesale grocers, have opened a branch in Saskatoon, Sask. John Crawford will supervise the business.

Merchants of Grandview, Man., have protested against the banks refusing to cash grain cheques unless presented by the person to whom they are made payable.

Contracts for the 50,000 bags of flour which the Province of Manitoba, is giving to the motherland as a war gift, have been awarded as follows:—Western Canada Flour, Winnipeg and Brandon; Ogilvie Flour Mills, Winnipeg; Lake of the Woods Milling Company, Winnipeg; G. McCulloch & Sons, Souris; Leitch Bros., Oay Lake; Hodgson & Gardner, Swan Lake; Melita Roller Mills, Melita, and Deloraine Milling Company, Deloraine. The lowest tender accepted was $2.90 per bag of 98 pounds; the highest received $3.20.

George C. Measam has opened an office in Edmonton, Alta., as a wholesale grocery broker and manufacturers' agent. Mr. Measam is a native of Windsor, Ont., and was connected with the grocery business there in early manhood. In 1898 he engaged with Phelps. Brace & Co., wholesale grocers, Detroit, in the city order department as clerk. In 1902 he went with Libby, McNeill & Libby of Chicago as traveling salesman. In 1904 he became connected with Codville & Co., of Winnipeg, as traveler in Saskatchewan and Alberta. The firm was afterwards known as Codville, Georgeson & Co. In 1907 Mr. Georgeson severed his connection with the Winnipeg firm and opened a wholesale grocery warehouse in Calgary. Mr. Measam went to work for him in Calgary in 1908 as salesman in the northern part of Alberta. In 1910 Georgeson & Co. opened a branch house at Camrose, Alta., which town was located in his territory, and he received the position as manager. On March 1st this year Mr. Georgeson disposed of the grocery section of his business in both Calgary and Camrose, retaining the factory at Calgary. On April 1 Mr. Georgeson opened a branch at Edmonton, of which Mr. Measam took charge, and on October 1st he started in business for himself.

PRACTICES WHAT HE READS.

Peter Hutchison, a grocer in Bracebridge, Ont., who has been elected president of the new R.M.A. branch in that town is one of the oldest subscribers to Canadian Grocer. A gentleman who called on him recently sends us the following:

"Mr. Hutchison is an ardent reader of Canadian Grocer and reads it every week from cover to cover. He compliments the management of your market reports, which he claims have been the means of his making good money on judicious buying. He adopts methods in his business which he reads from the columns of the Grocer, together with any "catchy" advertisements which may appeal to him. He is the oldest established grocer in Bracebridge, and is an ex-mayor of the town, is quite up-to-date, and has an extremely large store. He has had installed 7 silent salesmen, 3 long show tables, running down the centre of the store; cooked meat slicer, cheese cutter, electric coffee mill, computing scales, ets. His counter tops are finished off in white enamel and, elevated in the rear of his store is his office all furnished with the latest filing cabinets, etc. He is a strong believer in advertising and does a large summer trade with the summer tourists in the Muskoka Lakes. He claims to be one of your oldest subscribers."

NOT IN MACLEAN'S EMPLOY.

We are informed that some hotelkeepers and others have been victimized —and have cashed drafts—by a man giving the name "Thomas Lumsden, of Victoria Hotel, Box 220, Olds, Alta.," who claimed to be the traveling representative of the MacLean publications. There is no such man in the employ of the MacLean Publishing Company, Limited, but a man of that name applied—as do hundreds of others—for permission to solicit subscriptions for The Farmers' Magazine on commission . He gave good references, and he was allowed to do so. Since then we have heard nothing from him directly.

The only general subscription representative we have in Alberta is David Williams, who has been with us in our exclusive employ for many years, and there are few business men in the West to whom he is not known As a matter of fact, he has never had to draw on us in all the years he has been with us. There any many local agents who solicit new subscriptions on commission, but these should be known to those they call on, or they can be easily identified. Last year a man went so far as to have printed a lot of blank forms in our name, but the police got after him. Lumsden had no authority whatever for soliciting or collecting subscriptions for The Canadian Grocer. .....

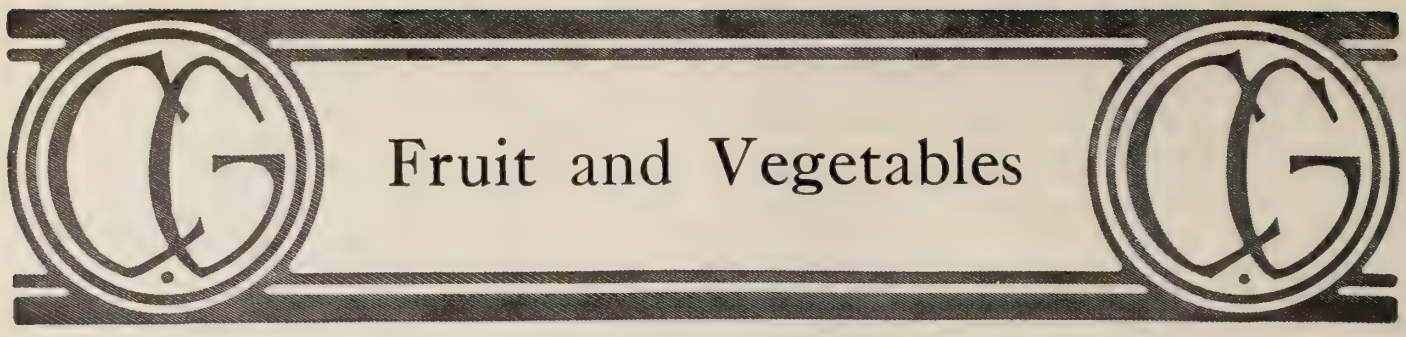
ADVERTISES EVERY DAY.

In a conversation with the manager of Dupuis Freres' grocery department, Montreal, he made the following statement:—

"I hear travelers talking about business being bad; we haven't noticed it. Our business is showing a very satisfactory increase. And why? Because we have gone after it. While other firms have cut down their advertising, we have increased ours; where we used to advertise three days a week, now we advertise every day. Business will never come to you, especially in war time."

BUSINESS AS USUAL.

O. Lacroix, Quebec, P.Q., writes:—"Business as usual and more has been my policy since war broke out, and today I am in position to say that my trade has increased in a great proportion. Old collections are rather hard and regular running accounts have to be paid regularly or dropped: around here the retail trade seems very safe. But the export trade should be helped by the government. Now is the time for our trade and commerce minister to make good use of all his trips to foreign countries. He should tell the export trade what to do and help them to export."



Cheap Apples Having Effect on Other Fruits

Oranges and Bananas Are Not Selling So Freely—Former Are Dearer for Good Quality—Cooler Weather Cuts Off Tomatoes and The Warm Weather Demand in Many Departments — Heavier Importations Noted.

MONTREAL.

FRUIT.—Demand for apples has had a marked effect on the sale of oranges, bananas, and other fruits. Spies have not yet arrived. Still an exceptional demand for McIntosh and Fameuse, the market for which is firm. The next ten days will see a big influx of apples from Ontario, which will be shipped in large quantities in order to take advantage of low freight rates by water. One firm reports that lemons have moved exceptionally well this week, although they think this due to the fact that their holdings are bigger than those of other firms, and that a scarcity exists rather than an unusual demand. New Messinas will not arrive until towards the end of November, and prices will not be much lower than those existing at present. Sale of bananas limited. With Thanksgiving Day approaching in the United States, the market for cranberries has firmed, especially for Cape Cods, which are now quoted at $7. The cold weather, which makes storage of cranberries easier, is also having a good effect on demand. Californian Tokays are arriving in drums. Niagara grapes still arrive, quality fair, selling around 18 cents.

Apples—		
Starks, No. 1, bbl.	....	2 75
Colverts, No. 1	....	2 50
Baldwins, No. 1, bbl.	....	3 00
Spys, No. 1, bbl.	....	3 25
Russets, No. 1, bbl.	....	3 00
Greenings, No. 1, bbl.	....	2 75
Alexanders, No. 1, bbl.	....	2 75
Fameuse, No. 1, bbl.	....	3 50
McIntosh Reds, No. 1, bbl.	....	3 50
No. 2, all varieties, 50c less per barrel.		
Bananas, crate	2 00	2 25
Cranberries, bbl.	5 00	7 00
Grapefruits, Jamaica, case	....	3 00
Grapes, Cal., box	....	2 50
Grapes, Can., small basket	0 17	0 20
Lemons, Messinas—		
Extra fancy, 300 size	....	3 50
Limes, small boxes	....	1 25
Oranges—		
Cal. late Valencia, 150-176-200-216	....	3 50
Cal., 100-126-150-288 size box	....	3 50

VEGETABLES.—Business continues quiet, demand being for a little of everything, and little of anything. Artichokes are slow, and still bring 1.50, American beans are down to $2.25 to 2.50, only fair demand. Plenty of cabbage on the market, bringing 25 to 50 cents per dozen. Cauliflowers are getting a bit scarcer, but sufficient to supply demand, bringing 50c to 1.00 per doz. Hothouse cucumbers are worth $1.50 doz., but only a few coming in. Egg plants are slow, and local supplies are done. Americans are being brought in to sell 1.75 to 2.00 doz. Celery will be dearer from now on, New York celery coming here, bringing 5.00 per crate, averaging seven dozen to crate. Lettuce is being brought from Boston, but more local supplies will come in if the weather keeps cooler. Sweet potatoes remain at 1.50, and are likely to be 1.75 before long. Lots of Spinach on the market, bringing 25 to 50c per box.

Artichokes, bag	....	1 50
Beans, American, basket	2 25	2 50
Beets, bag	0 50	0 60
Cabbage, per dozen	0 25	0 50
Carrots, bag	0 50	0 75
Cauliflower, dozen	0 50	1 00
Cucumbers, basket	0 40	0 50
Celery, bunch	0 25	1 00
Egg plant, per dozen	1 75	2 00
Lettuce, head, per box	....	1 75
Curly lettuce, per box	....	1 25
Onions—		
Spanish, per case	....	3 00
Spanish, per ½ case	....	1 75
Native, per doz. bunches	0 30	1 00
Red, 100-lb. bags	....	1 50
Parsnips, bag	....	0 75
Parsley, doz. bunches	0 10	0 20
Peppers, green, 3½ qt. basket	....	0 50
Potatoes—		
Montreal, bag	0 65	0 75
Potatoes, sweet, Jersey, hpr.	....	1 50
Spinach, Montreal, in boxes	0 25	0 50
Turnips, bag	0 50	0 75
Tomatoes, Montreal, box	0 50	1 50
Tomatoes, hothouse, lb.	0 15	0 25
Watercress, doz.	....	0 40

TORONTO.

FRUITS.—The cold weather has dropped on the market with a sudden and rather heavy hand. With fine weather the dealers had started on another week at the summer headquarters but before the end they were wishing for the warmer quarters up town. The weather also affected business to a certain extent although the fruit business is not very heavy at this time of the year. A good business is being done in apples and the prospects are that the consumption will be heavy, although the trade in oranges is likely to suffer in consequence. McIntosh Reds, Canada Reds and Seeks are added to the list of arrivals. Grapes continue to come plentifully and the frost as yet has not likely done any serious harm; in fact frost helps the flavor. Malaga grapes are now due and are quoted by the barrel at 4.50 to 5.50; Tokay grapes are held at the same figure. Grapefruits are coming in heavy consignments and there is any quantity available at $3.50. California celery is coming in car lots and selling at 3.50 the crate. Oranges are somewhat firmer — particularly fancy Valencias.

Apples—		
Greenings	2 25	2 50
Kings	2 50	2 75
Baldwins	....	2 50
Spies	2 75	3 00
Seeks	2 25	2 50
Canada Reds	2 25	2 50
McIntosh Reds	2 25	2 50
No. 2s, 40-50c less.		
Bananas, per bunch	1 50	2 00
Cantaloupes—		
Canadian, basket	0 40	0 60
Colorado, crate	....	1 75
Cocoanuts, sack	....	3 75
Cranberries	6 50	....
Elderberries	0 20	0 25
Grapes—		
Canadian, 6-qt. bkts.	0 16	0 20
Tokays	1 90	2 00
Malaga, barrel	4 50	5 50
Oranges—		
California, late Valencias	3 00	3 65
Lemons, Verdilla	4 00	4 50
Limes, per 100	....	1 25
Pears—		
California, box	....	3 25
Canadian, late varieties	0 40	0 50
Pineapples, Porto Rico, case 10	....	4 50
Quinces	0 60	0 75
Grape fruit	3 50	3 75

VEGETABLES.—Vegetables are still plentiful although the cooler weather is likely to interfere with the demand to some extent. Prices are a shade lower as noted in a reduction of 5c on beets, parsnips and carrots in large orders. California celery is now arriving and selling at 3.50 the case. There is no change in the potato situation and prices seem likely to hold their present level for the time being. Sweet potatoes are 15c to 25c the hamper dearer. Pomegranates are cheaper by 25c the dozen. Corn is practically done. Heavy frosts will have the effect of cutting off the toma-

(Continued on page 124.)

The British Embargo and the Sugar Situation

Action of Great Britain Forces German Sugar Into Other Markets at a Time When Prices Are Easing—European Supply Will Have to be at Very Low Figures to Compete with Cane Stocks in United States, for United Kingdom Was Expected to Maintain This Market—Canadian Prices May Hold Until Stocks of High-Price Raws Are Used Up.

A WEEK ago, with the market for cane sugars getting weaker, as indicated by the declining prices in New York, the attitude of Great Britain with regard to the new Cuban crop was looked for as the next important influence; the United Kingdom has for some time been largely depending upon supplies from the Indies and Java following the heavy buying of Cubans, which had the effect of taking the market to a phenomenally high figure. Great Britain has acted, but in a manner that was unlooked for.

The British Government, after making an unusually strong demand for sugars with the opening of the war, has now decided to prohibit the importation of supplies into the United Kingdom. This reaction of sentiment with regard to sugar is only another indication of the uncertainty of trade conditions in war times. Great Britain pressed to buy sugar from several sources, and with a good supply on hand, has decided to cease importations for the time being at least. This is announced as a blow aimed at German finance with the idea of handicapping the enemy in turning the sugar crop now being harvested into money.

The move is one which indicates that the British Government is alive to every phase of the campaign. With the United Kingdom's market cut off at a time like this, Germany must seek other outlets. She must in the natural course turn to the American market, and the result will be that prices, already on the decline, will go down still lower, until there will remain small profit on sugar sent across the ocean. The embargo applies to all classes of sugar, and not to beet sugar alone, and it is evident that it was realized that merely shutting off beet sugar would result in America using German beet sugar, while the cane sugar was sent to England.

The action of Great Britain in this instance is only one indication of the uncertainties which at all times prevail with regard to sugar futures. So far as definite predictions are concerned one might as well figure on the trend of the wheat market—many people do, but not more than half of them are correct, and usually not that many. The sugar market is about as certain as a horse race, and yet there is some interest in looking the situation over, just as the horseman will study his form sheet.

Lower Canadian Prices—When?

The action of Great Britain will undoubtedly have the effect of weakening the sugar market. There is indicated a confidence that she will be able to take care of herself for some time at least; also it is indicated that consumption is falling off, and this must be even more pronounced in other European countries, with the result that values should come down, for there is no indication that European countries, even those engaged in the great war, are not going to make their harvest. It would appear that consumption will fall off to a greater extent than the yield.

The situation in Canada is an unusual one. To many it will appear inexplicable that, while values have been declining in New York, they have been advancing on this side of the line, until there is over 1c a pound spread. The attitude of the Canadian refiners is that they have followed the trend of the raw market, and have changed their prices to accord with the cost of the raws being refined. Thus, while the first demand of Great Britain forced the prices up in New York, in Canada there was a very gradual advance, and now with the price above 7c the figure is based upon raws, which had to be bought at the top of the market when the refiners were robbed of preferential considerations under the tariff.

It is pointed out, for example, that on the 20th of October—nearly three months after the declaration of war—New York prices were about 7½c, as compared with 4½c in Canada. Quotations, refiners say, will depend upon the cost of raws entirely.

Lower prices are the logical development of the present situation, but when the reduction will be made would be hard to say. Asked on this point, the representative of one of the big Canadian plants replied: "Tell me how much raw sugar there is on hand and I think I could tell you when prices will go down.' In other words, he intimated that prices would hold until cheaper raws were delivered.

In this connection the trade should also make note of the fact that whereas price changes came rapidly on the upgrade, they are likely to be slower now, for the reason that little sugar is being taken by buyers, and it would not require a very great stock of raw to keep the refiners going until the end of the year.

Great Britain's Position.

How long Great Britain will hold the embargo against importations is, of course, problematical, but there are certain phases of the situation which may be considered. For example, her receipts of raw and refined at all ports from the 1st of January were at October 3rd, according to the Daily Commercial Report, 1,254,373 tons, a decrease of 209,179 tons, as compared with 1913. Thus, it will be seen that Great Britain evidently has made no special imports to meet the present situation, but on the other hand, there was a falling off in consumption during the month of August of 40,000 tons, about 25 per cent.

It would appear probable that the action of Great Britain may be intended

WHY THE BRITISH EMBARGO?

The action of the British Government in placing an embargo against sugar importations is the subject of wide conjecture in the sugar market. The question is: Why? Here are two answers:

The announced reason is that the idea is to injure German financial interests. Germany naturally will seek the American market which is already weak and with Great Britain out will be still weaker with the new Cuban cane crop coming on. With the price of sugar down at her marketing season, Germany will suffer financially and Great Britain could undoubtedly return on a weak market.

Here is another explanation. The British Government at the opening of the war is reported to have taken a hand in the sugar proposition and bought heavily at 3.8c to 4c the lb. To-day the price for raws is 3.38c. At this figure the Government stands to lose on the proposition. With an embargo on the price can be held up.

to drive prices down during the stage when Germany will naturally be marketing her crop, and she could then come back into the market again at a time when prices will be driven down to a low point.

Another point appears in that this embargo will have the effect of maintaining prices in England in comparison with world markets, and it may be remembered in this connection that Great Britain bought heavily at higher prices than those now generally prevailing.

The Future Situation.

At this time it is interesting to look to the future and the indications which are to be noted as to what the market may do. Willett & Grey, of New York, have just prepared an estimate of the world crop for 1914-15, which gives a figure of 15,961,000 tons, as compared with 18,628,062 tons in 1913-14. To a large extent this must be guesswork, but it is significant that the world production has been decreased by not more than 3,000,000 tons, which is between 15 per cent. and 20 per cent., and is not likely to be more than the reduction in the world consumption, which will be comparatively small in those countries which are engaged in war.

Germany's Problem.

The problem of Germany in finding a market for her sugar after the action taken by Great Britain may be judged to some extent by the attitude of the United States, as this would be one of the markets to which she would look. When the German embargo was lifted, it was reported that there were some 200,000 tons of sugar ready for shipment. This came at a time when the stocks in Atlantic ports of the United States were greatly in excess of a year ago.

The American market, as well as being crowded with cane sugars, now has to consider that the new Cuban crop is near at hand, and that it will be marketed as fast as it is made to meet financial obligations of planters.

All these conditions tend to indicate cheap sugar for some time at least—but after all they do little more than indicate. There may be developments at any moment in times such as now prevail, which may alter the whole situation, just as did the action of Great Britain a few days ago.

Crop Conditions in Europe.

It is interesting to note that at this time, with Europe devastated by the war to an apparently large extent, a great effort is being made to maintain the agricultural industries of the country. From reports from Paris and Berlin published in the Willett & Grey Weekly, we quote:—

"In some districts in the vicinity of Paris, pullings have commenced. One factory has already started, and others are ready to start. Regarding factories in Northern France, the information is confusing, but some advices state that recently some factories have been destroyed by the belligerents. Factories in Norte de Paris will not be ready to start manufacturing until they can ascertain the result of the phenomenal battle now taking place, the lines of which continue to extend, and are now carried into more important beet root sections than formerly. A sugar factory near Soissons, in the midst of considerable heavy fighting, is reported to be undamaged and actually working."

Germany.—"The difficulties in securing raw materials, sacks and storage space, are now everywhere, but one fears the lack of cars will be severely felt before long. As the harvest progresses the quality will again improve, and may average better than last year if the present good fall weather continues for some time. From the few factories which have already started the harvest reports received are of full stands and good yields; in only isolated cases are there complaints of lack of weight."

These reports were made about the 1st of October.

CIGAR CASE ALWAYS IN WINDOW.

Henry & Glackin, grocers of St. Catharines, Ont., feature cigars, tobaccos, etc., in their store and make these goods a paying investment. They do not go about in any half-hearted way, but actually push the sales as if this line was one of the most important among their stock.

In the window is always to be seen an attractive show case nicely dressed with cigars, cut tobaccos and pipes. It has been there for three years. The aim of the firm is to present a good assortment of various priced cigars, so that the passerby, who is a smoker, knows that he cannot do better in any up-town exclusive cigar store. The store is located in a residential district on a corner on a direct route to the centre of the city, so many people pass it every day. This alone would ensure a certain cigar trade, but when Henry & Glackin show the goods themselves right in the window at all times, the trade is easily extended.

The plug tobacco business in this store is also looked after with care. At the end of the shelving near one of the doors is located a tobacco case with glass doors on the front. Mr. Henry points out than not only can the tobaccos be kept away from all other goods in the store, but they are easily kept moist. Being up above the counter and just back of the cigar show window, the display always catches the eye so that no one is apt to forget the tobacco order.

By these two devices the cigar and tobacco trade of this store has been worked up to a profitable point.

TRUCK GARDENING IN THE WEST.

There have not been many flower gardens in Western Canada but it is not because flowers will not grow for with a little attention they bloom in a prolific manner. Likewise there have been few truck gardens, not because vegetables will not grow but because the people have given their attention to other things.

The result has been that vegetables in Western Canada have been generally very high in price and the volume of trade in the products of the truck garden has been comparatively small. But now there is a change coming. People are giving their attention to the smaller things; there is a need for cheaper vegetables and there is a good oportunity for the truck gardener and the vegetable dealer in meeting this demand. The mixed farming movement has many branches.

It remained for Regina to start a civic movement in this direction. There is a proposition on foot in that city to plow up fifty acres of property belonging to the corporation and let it next spring for truck gardens in plots of one to five acres. There are two benefits at least to be considered—the increased production of vegetables and small fruits and the means of employment for a number of men—and there should be a good object lesson also in showing the people what can be done in this way. The retailer should here have an opportunity to extend his turnover by handling this garden stuff.

N. B MERCHANTS ORGANIZED.

A provincial branch of the Retail Merchants' Association of Canada has been formed in New Brunswick, with headquarters in St. John, and a good start towards a well-established membership has been made. A. O. Skinner, a carpet and oilcloth merchant in King street, who has been actively connected with the Ontario Provincial Board, and who is also a member of the Dominion Board, has been made secretary. He came here about a fortnight ago from Peterborough, Ont., for the purpose of organizing a branch in New Brunswick and Nova Scotia; he has accomplished his object in the first-named province, and there is strong reason to believe that he will meet with similar success in Nova Scotia. Committees on membership have been appointed.

Price Comparison Table Back to 1890--Montreal Basis

	1914	1913	1912	1911	1910	1909	1908	1905	1900	1895	1890
Sugar, extra gran., bags	$6.25	$4.40	$4.95	$5.85	$5.05	$4.70	$4.70	$4.60	$5.20	$4.12½	$6.62¼
Butter, creamery prints	28-29	.30½	.30	.26½	.25½	.25½	.25½	.23½	.22	.17½	.20
Eggs, selects	.30	.31	.29	.28	.27	.24	19-20	.22	.17	.12¼	..
Cheese, large	16-16½	.14	.14¾	15½	.12	.10¾	.12¼	11⅜	.10½	.07¼	.10
Hogs, live, f.o.b.	8.75-9.00	8.75	8.60	6.75	9.15	8.40	*9.25	*8.50	*8.00	*5.75	*5.75
Hams, light	19-20	.20	.16½	.16½	.16½	.15½	.14½	.13½	.12½	.10	.11
Bacon, breakfast	19-20	.20	.18	.18	.21	.18	.15	.14	.14	.11	.10
Ham, boiled	.29	.30	.26	.25	.27						
Lard, pure, tierces, 375 lbs. net	.13¾	.14½	.14	.11⅛	.15	.16¼	.12½	.10¾	.10½	.10	.09
Lard, comp., ditto	.10¾	.10½	.10¼	.09¼	.13½	.10½	.08½	.06⅞	.07½	.07½	..
Rd. Oats, s'l lots, 90 lbs. in jute	3.12-3.50	2.22½	2.50	2.60	2.20	2.50	2.55	2.40	1.90	1.95	..
Potatoes, 90 lbs. bag	65-75	.85	2.00	1.15	1.00	.75	.90	.75	.75	.40	.60
Oranges, Valencias	3.50	7.00	4.50	4.50	4.00	3.75	3.75	5.00	4.50	4.00	5.50
Lemons, Verdelli	3.00-4.00	3.50	4.25	4.25	4.50	4.00	2.75	4.50	5.50	8.00	6.50
Beans, Canadian prime, bush.	3.60	1.80	3.10	2.55	2.10	1.75	1.85	1.60	1.60	1.25	1.65
Peas, 2's group A, doz., ex. fine	1.40	1.27½	1.75	1.77½	1.75	1.60	1.42½	1.22½	1.05	1.45	1.35
Can'd Salmon, sockeye, lb. talls, dz.	2.52½	1.95	2.87½	2.45	2.05	1.87½	1.80	1.55	1.75	1.35	1.45
Raspberries, 2's, red, H.S., doz.	1.97½	1.92½	2.15	2.02½	1.77½	1.75	1.95	1.67½	1.60	2.30	2.50
Cream of tartar, pure, lb.	.50	27-30	25-32	25-32	23-32	25-30	25-32	25-30	.28	.22½	..
Rice, Rangoon B, bags, per cwt.	3.75	3.15	3.90	3.40	3.00	2.95	3.15	3.25	3.20	..	..
Manitoba Flour, first patent	6.70	5.40	5.80	5.40	5.80	5.70	6.00	4.75	4.70	4.60	6.30
Winter wheat flour, fancy pat.	6.25-6.50	5.00	4.50	4.80	5.45	5.45	5.50	4.10	4.25	4.20	5.65
Raisins, Valencias, lb.	06-06½	.07½	.07½	.07½	.07	.06¼	.08	.06½	.08¾	.06½	.07½
Currants, fine filiatras	.07½	.06½	.07½	.07¼	.07½	.05¾	.07¼	.05¾	.12	.06½	.06½

*Dressed Hogs, live f.o.b. not quoted.

The above table shows at a glance the trend of wholesale markets covering a period of 24 years back. These quotations have been taken from the files of Canadian Grocer and were the prices prevailing on the Montreal market on Oct. 1 of each year named.

A study of prices on butter, eggs, cheese, hogs, rolled oats, potatoes, etc., show how the producer has gradually been getting more for what he has to sell since twenty years ago. The fact is well known that on such staple articles as these where competition is so keen, retailers can only secure a certain advance over first cost no matter how high in price they become. This means that percentages of profits decline as price goes up.

Had it not been for the war, sugar to-day would, no doubt have been as low, if not lower, with the exception of 1895, than at any time in the 24 years on October 1. Lemons are lower and omitting last year which was an exception due to frosts, oranges have risen and fallen with the production from year to year. It cannot be said that canned goods have advanced greatly. This year they are, some higher, and others about the same as during the other years mentioned. Rice is somewhat higher this year, but raisins and currants have varied but little.

The table shows that practically all articles produced by the Canadian farmer—and their products—have advanced in recent years whereas imports have remained about the same or have declined. This year, of course, on account of disturbing influences a number of the latter class of goods are higher than usual.

Talk of Dear Sugar Until the End of the Year

Declaration of England as to Embargo Has Further Weakened World Situation, but Opinion is that Canadian Refiners Will Hold Price on High Raws Now Being Ground—Teas Still Higher—Unsettled Dried Fruit Market—Beans Take an Advance.

Office of Publication, Toronto, October 29.

THE sugar embargo put on by the British Government is the important event of the week in the eyes of the trade. Coming as it did at a time when the United Kingdom was expected to be a big factor in the market for Cubans puts an entirely new complexion on the situation, for German sugar may be expected to put the price down in the States. The figure for refined has now eased to $5.60 and $5.75 at New York. Canadian refiners continue at the same figure and are now about 1¼c above American level—but ¾c of this is made up by the war tax. Future is uncertain but refiners claim to be working on deliveries of high-priced raws and that prices will hold until this stock is exhausted about the end of the year; it would require a spread of almost 2c to make it profitable to bring in American sugar and pay duties.

The announced reason for the embargo, that it would drive down the price of the German product, is only accepted generally as a half explanation. It is known that the British Government bought heavily at about 6c on the high market and also bought heavily of futures at prices which would encourage under-selling at present. The embargo protects the market and prevents what would undoubtedly have been considered losses.

Indian and Ceylon teas are still dearer and may go even higher until new arrivals come about two weeks hence. Shipments were cut off for some five weeks by the activities of German cruisers and at the same time Europe has been calling for big orders. Canadian dealers prefer to buy spots at comparatively high figures than to take afloats with the prospect of a war tax being imposed between time of purchase and landing.

Market for imported fruits is in a chaotic state to some extent, owing to arrival of new goods at prices somewhat higher than a year ago, but lower than old stocks have been held at. Houses with tag ends are making prices to suit their own position. Demand generally for fruits is heavy and lower prices are looked for on futures as well as on nuts of which there will be new arrivals from Europe in the course of a week. Dried apples, peaches, apricots and peels are all lower.

There is a strong export demand for beans in Ontario, twenty-one cars having already been bought. The price is up 20c to 25c. Farmers are getting $2.50, and in some cases better. Peas are also dearer by about 15c.

During the week 20,000 cases of eggs have gone from Ontario for the English market. This has taken the price up and cleared the egg situation when it looked very heavy. Butter and cheese are easy. Hogs are down another 50c, making about 2c since the opening of the war. Provisions have not changed this week.

Millers will evidently have to either cut off grindings in the near future or get in line for export business with lower prices. At present the situation favors Minneapolis, but the change in price in any event is not likely to affect domestic trade so long as wheat keeps as high as at present. That the big people are prepared to go slower is indicated by the fact that they have held mill feeds at the top figure when there were sales going at $2.00 to $3.00 under.

Cereals are generally dearer and there is an advance of 20c on rolled oats to the wholesaler. Deliveries have been slow, owing to the fact that some mills have been working on American oats, although things have improved in this respect during the present week.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—
- Flour business slightly better.
- Feeds being quoted lower.
- Rolled oat market firmer.

FISH AND OYSTERS—
- Halibut fairly plentiful.
- Haddock scarcer.
- Dore up 1c per lb.
- New turbot arrives.
- Smelts are in.

FRUITS AND VEGETABLES—
- Cheaper apples expected.
- New lemons no cheaper.
- Oranges quiet.
- Cranberries slightly firmer.
- Egg plants much dearer.

PRODUCE AND PROVISIONS—
- Pork and pork products down.
- Fresh killed hogs $11.75 to $12.00.
- Butter, cheese, and eggs firmer.

GENERAL GROCERIES—
- No further change in sugar.
- Cream of tartar quoted 45c.
- Teas scarce and quiet.
- Coffee prices a little easier.
- Good new peas hard to procure.

ONTARIO MARKETS.

FRUITS AND VEGETABLES—
- Cold weather affects business.
- Oranges higher; grape fruit lower.
- Last of tomatoes and some other lines.
- Vegetables generally cheaper.

PRODUCE AND PROVISIONS—
- Heavy shipments of eggs to England.
- Butter and cheese easier.
- Hogs down another ½c.

FISH AND OYSTERS—
- Frozen halibut next week.
- Better demand with cold weather.
- Lower temperatures help oysters.

FLOUR AND CEREALS—
- Export bids are out of line.
- Firmer prices for mill feeds.
- Difficulty with rolled oats deliveries.

GENERAL GROCERIES—
- Sugar market firm and quiet.
- Ceylon and Indian teas still higher.
- New fruits generally lower.
- Dried apples still cheaper.
- Beans take an advance.

QUEBEC MARKETS.

Montreal, Oct. 29.—This has been a quiet week as regards prices, no changes of any note having taken place. As regards business, the Province of Quebec is probably in as good a position as any part of Canada. The country remains good, where they have plenty of money, and the retailers have to buy to do the business. People will find out before long that the rural districts want the goods, and have the money to pay for them; and this will help the cities out.

A further decline has taken place in the price of live hogs, and abattoir fresh-killed stock is now quoted at $11.75 to $12. drop has taken place in the price of all pork products, and compound lard is quoted considerably cheaper. Flour and feed prices quoted by the large millers are the same, but lower prices are being accepted by smaller men, but even at these figures little business is being done. Dried beans continue quiet, the farmers not yet being ready to thresh their crops. Teas are scarce, but are not in big demand. Good supplies of dried fruits are now coming in. The cheese, butter and egg markets are all much firmer.

SUGAR.—The market remains the same as last week. Considerable interest is evidenced in the despatch from London to the effect that the British Government has prohibited the importation of sugar into the United Kingdom with

the object of preventing German or Austrian sugar from reaching England from neutral countries. It is a well-known fact that the British Government at the outbreak of the war laid hands on about a million dollars' worth of raws, which they are now supplying to British retailers at a price which allows sugar to be sold in Britain at a reasonable price. Being in such a favorable position, it was only natural that they should exert every effort to keep out German beet sugar, which is at present being harvested. It does not prevent the importation of sugar into Canada, althought it is very likely that if the Canadian Government found that the Germans were, by a round about method, sending sugar to Canada, the traffic would be stopped. The only effect this move by Great Britain would have on Canada, would be in the effect it had on the markets of the world. Thus it is difficult to say what the effect would be. This big German crop has been hanging over the market for some time with a depressing effect. It has not been coming here, and Americans have had difficulty in financing this business, being afraid to buy ahead for fear the Germans would not be able to deliver at the time it was required.

An unsupported rumor has been in circulation for some time here, and has been given credence, that an Eastern refinery had approached the British Government with a view to securing a supply of raws now under Government control, and to ship their output of refined to Great Britain. It was stated this week that arrangements had been consummated whereby the whole output of this refinery would be taken over by the British Government. Montreal sugar refiners treated the report with scepticism, saying it would be more sensible for the British Government to give their work to British refineries, and that it did not seem logical to ship raw sugars up here, and then to ship the refined to England. Those who have heard this rumor will be interested to learn that it has been denied by the refinery concerned.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	7 05
20 lb. bags	7 15
2 and 5-lb. cartons	7 35
Yellow Sugars—	
No. 3	6 90
No. 1	6 65
Extra Ground Sugars—	
Barrels	7 45
50 lb. boxes	7 65
25 lb. boxes	7 85
Powdered Sugars—	
Barrels	7 25
50 lb. boxes	7 45
25 lb. boxes	7 65
Paris Lumps—	
100 lb. boxes	7 50
50 lb. boxes	7 60
25 lb. boxes	7 80
Crystal Diamonds—	
Barrels	7 70
100 lb. boxes	7 80
50 lb. boxes	7 90
25 lb. boxes	8 10
Cartons and half cartons	9 05
Crystal Dominoes, cartons	9 15

TEAS.—London market for Ceylor and Indias remains very strong, there being an advance of ¼d. on low grades and 1½d. on high grades, the latter being very scarce. Locally, stocks are small, but things continue quiet. Prices are high, and buyers are holding off. It is believed wholesalers' and retailers' stocks are low, and that as soon as a demand arises, a scarcity will be felt.

A Japan cable states that the market there is closed, that little is coming through; and very little has come through, comparatively. Japans are scarce, but as in the case of other teas, demand has fallen off.

The private opinion of a broker here is that quite a reaction in black teas will take place before long, owing to the accumulation of stocks in Columbo and Calcutta, which have to be sent somewhere; that as soon as the trade routes are clear, there will be a change.

A few China blacks are coming in, but prices asked are high. Lower grades are not due until November, but will be higher. Nothing is likely to come in under 13 to 14c, the cost price for laying down in Montreal.

China greens are so far comparatively moderate in price. Quite a few are coming in at reasonable prices.

Mr. Atwood, vice-president of J. C. Whitney Co., Chicago, who was in the city this week, reports that low grade Congos are in good demand, with very limited quantities in first hands, and as the crop is now about exhausted, higher prices are looked for in near future.

RICE.—No change in rice prices. Tapioca is a little firmer.

Rangoon Rices—	Per cwt:
Rangoon "B"	3 50
"C.C."	3 40
India bright	3 65
Lustre	3 75
Polished	5 25
Pearl	5 35
Fancy Rices—	Per cwt.
Imperial Glace	5 65
Sparkle	5 85
Crystal	5 85
Ice drips	6 20
Snow	6 05
Carolina head	7 85

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

Imported Patna—	Per lb.	
Bags, 224 lbs.	0 06	0 06½
Half bags, 112 lbs.	0 06¾	0 06
Quarter bags, 56 lbs.	0 06⅞	0 06⅞
Velvet head Carolina	0 09½	0 10½
Sago, brown	0 06	0 06½
Tapioca—		
Pearl, lb.	0 05¼	0 06
Seed, lb.	0 05¼	0 06

DRIED FRUITS.—New California fruits are now beginning to come in, more particularly raisins, apricots, canned fruits, etc. The S.S. Jacona, from Spain, will arrive at Halifax within ten days, and carries a big cargo of European fruits. New figs arrived in Montreal this week. Prices are a little firmer than they were a year ago, but dealers declare there will be no hold-up. One broker states that buying in Spain has not really been large, most Canadians preferring to wait. Prices, however, show no inclination to come down. Quite a number of orders are expected to be placed early in the new year.

EVAPORATED FRUITS.	Per lb.	
Apples, 50-lb. boxes	....	0 08
Nectarines, choice	....	0 11
Peaches, choice	....	0 08
Pears, choice	....	0 13
Apricots	....	0 14
DRIED FRUITS.		
Candied Peels—		
Citron	....	0 18
Lemon	....	0 12
Orange	....	0 13
Currants—		
Amalias, loose	0 07½	0 09
Amalias, 1-lb. pkgs.	0 08	0 08½
Filiatras, fine, loose, new	....	0 06¾
Filiatras, packages, new	....	0 08
Dates—		
Dromedary, package stock, per pkg..	0 10	0 13½
Fards, choicest	0 11	0 14½
Hallowee, loose	0 06	0 08
Hallowee, 1-lb. pkgs.	0 07½	0 08
Prunes—		
40 to 50, in 25-lb. boxes, faced.....	0 12½	0 12
50 to 60, in 25-lb. boxes, faced.....	0 10½	0 11
60 to 70, in 25-lb. boxes, faced.....	0 10½	0 11
70 to 80, in 25-lb. boxes, faced.....	0 09	0 09¾
80 to 90, in 25-lb. boxes, faced.....	....	0 09
90 to 100, in 25-lb. boxes, faced.....	....	0 08½
Raisins—		
Malaga table, box of 22 lbs., according to quality	5 00	6 60
Muscatels, loose, 3 crown, lb.....	....	0 08½
Sultana, loose	0 12	0 12½
Lower grades Sultana, 1 lb. pkgs....	0 16	0 18
Valencia, new	0 06¾	0 07¼
Seeded, fancy	....	0 10
Seeded, choice	....	0 09

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

MOLASSES.—Moving slowly, but still firm. Lots of inquiries coming in, but few are willing to pay the high prices being demanded. Since summer, the trade has been supplied with molasses in car lots, which will be finished by January. When these buyers come into the market again, prices will be higher. D. Morris Skinner, of Manning & Co., sugar and molasses exporters, Barbadoes, who was in the city this week, stated that the market will depend quite a lot on raw sugars. He believed that raws had touched bottom, and Barbadoes looked for a recovery and higher prices. Crop prospects, he said, are not as good as they were last year.

Barbadoes Molasses—	Prices for Island of Montreal. Fancy.	Choice.
Puncheons	.38	.36
Barrels	.41	.39
Half barrels	.43	.42

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls..	0 04¼
Pails, 38½ lbs., $1.95; 25 lbs.	1 40
Cases, 2 lb. tins, 2 doz. in case	2 85
Cases, 5 lb. tins, 1 doz. in case	3 80
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Maple Syrups—	
Pure, per 8½ lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00
Maple sugar, pure, per lb.	0 10 0 11

COFFEE.—The Rio market is slightly easier, but business remains very quiet. Rios, which sold as high as 26c, are now bringing 19c. Chicory can now be quoted 10-12c. No big shipments are arriving, but they are expected, when prices should be considerably easier. Mochas are strong.

Coffee, Roasted—		
Bogotas	0 26	0 30
Jamaica	0 23	0 25
Java	0 33	0 35
Maricaibo	0 23	0 27
Mexican	0 27	0 30
Mocha	0 30	0 33
Rio	0 19	0 22
Santos	0 21	0 22
Chicory, per lb.	0 10	0 12

NUTS.—The S.S. Jacona from Spain is due in Halifax inside of ten days, and

has a large cargo of nuts on board. Brokers state this week that there will be a good supply of all kinds of nuts this year. Walnuts are expected at the end of November. Buyers seem to be interested in shipments coming along now, and very few are ordering new supplies.

Shelled walnuts, per lb.	0 50	....
Shelled almonds, 28-lb. boxes, per lb.	....	0 45
Scicily filberts	....	0 16
Pecans—		
Large	....	0 18
Almonds	0 21	0 22
Walnuts, Grenoble	0 21	0 22
Brazils, new	....	0 15
Peanuts, No. 1, 12½c; No. 2	....	0 09¾
Peanuts, No. 3	....	0 08¾
Canadian chestnuts	....	0 12

SPICES.—Reported new supplies of cheam of tartar have not yet arrived, but are expected this week. The price will drop to 4c when these stocks arrive. This price is now being offered for stocks on arrival. All other spices are nominal, strong, but nothing to warrant raising the price to consumer. Peppers are very firm, but on advance to speak of.

	5 and 10-lb. boxes.	¼-lb. pkgs, dozen.	¼-lb. tins, dozen.
Allspice	0 14—0 18	0 60—0 70	0 70—0 80
Cassia	0 22—0 25	0 72—0 90	0 80—0 90
Cayenne pepper	0 30—0 35	1 02—1 15	1 10—1 25
Cloves	0 35—0 40	1 15—1 30	1 25—1 40
Cream tartar—50c.			
Ginger, Cochin	0 18—0 23	....—....	....—....
Ginger, Jamaica	0 20—0 25	0 90—1 05	0 95—1 10
Mace	0 85—1 10	....—....	....—....
Nutmegs	0 30—0 35	1 02—1 20	1 10—1 25
Pepper, black	0 20—0 25	0 80—0 90	0 90—1 00
Pepper, white	0 29—0 32	1 05—1 10	1 10—1 20
Pastry spice	0 25—0 32	0 85—1 10	0 95—1 15
Pickling spice	0 20—0 25	0 75—0 90	0 80—0 95
Turmeric	0 20—0 22	....—....	....—....

Lower prices for pails, boxes or baliers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	....	0 12
Dutch	....	0 20
Cinnamon, Ceylon, lb.	....	0 60
Mustard seed, bulk	0 18	0 22
Celery seed, bulk	0 35	0 45
Cayenne chillies	0 25	0 30
Shredded cocoanut, in pails	0 20	0 25

DRIED VEGETABLES.—Market for beans is about the same, farmers holding off, as they are busy ploughing, and have not time for threshing. Same applies to peas. Some stocks are moving, but not sufficient to bring any pressure on the market. Values for beans to-day are $2.50 to $2.75. Peas can now be bought for $2.50-$2.60 by the retailer, but good soup peas and split peas are hard to proceure.

Beans—		
Hand picked, per bushel	....	3 00
Canadian, white, per bushel	....	2 60
Yellow, per bushel	....	3 25
Yellow eyes, per bushel	....	3 25
Lima, per lb.	0 08½	0 08½
Peas, Imperial green, per bushel	....	2 50
Peas, white soup, per bushel	....	2 60
Barley, pot, per abg	....	3 50
Barley, pearl	....	4 50

ONTARIO MARKETS.

Toronto, Oct. 29.—Business through the week has continued quiet. In fact, although wholesalers see no reason to complain in view of general conditions and the good business of a few weeks ago, things have been perhaps a little more quiet recently than at any period since the war broke out. Buying is being done on a close basis.

The developments in the sugar market have created a great deal of interest, but there is not much buying, and the feeling seems to be that there will be lower prices before a great period—although authorities on the subject refer to the turn of the year as the time for a change. The market in dried fruits is in a chaotic state on account of new arrivals and dealers cleaning up odd ends; this has led to a considerable range of prices.

Tea is still firmer in London, and beans have advanced about 25c on export business.

SUGAR.—The situation permits of a great deal of speculation, but opinions of representatives of refiners place the time for cheaper prices as the first of the year. However, no one ever knows definitely what is likely to turn up in this market. The interesting development of the week is, of course, the action of Great Britain in putting an embargo against importations into the United Kingdom. This has created an unusual situation, which is made the subject of a special article elsewhere in this issue. New York is down to $5.60 to $5.75, as compared with $7.11 Toronto—¾c of this spread is made up by the special war tax.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	7 11
20 lb. bags	7 21
10 lb. bags	7 26
2 and 5-lb. cartons	7 40
Nova Scotia refined, 100-lb. bags	7 01
Extra Ground Sugars—	
Barrels	7 51
50 lb. boxes	7 71
25 lb. boxes	7 91
Powdered Sugars—	
Barrels	7 31
50 lb. boxes	7 51
25 lb. boxes	7 71
Crystal Diamonds—	
Barrels	7 86
100 lb. boxes	7 86
50 lb. boxes	7 96
Paris Lumps—	
100 lb. boxes	7 86
50 lb. boxes	7 96
25 lb. boxes	8 16
Cartons (24 to case)	8 41
Cartons (50 to case)	8 91
Crystal Dominoes, cartons	9 01
Yellow Sugars—	
No. 1	6 71

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

TEA.—The London situation shows that prices for Ceylons and Indians delivered has advanced still further than a week ago. This has been expected owing to the fact that through the activities of the German cruisers shipments were cut off for some five weeks. In fact, the cheaper teas will not be available for a couple of weeks yet, and there is a feeling that in the meantime the heavy demand which is being made in London by old as well as new markets will drive the figures still higher. Volume moving in the domestic trade at present is not heavy.

Local dealers display more interest in spots than afloats, and for this the apprehension as to a war tax is no doubt due. Should such a course be decided upon, and there are many who predict it, the dealer who had bought stocks afloat would be in the position of facing a tax of, say, 10c lb., as compared with buying spots.

DRIED FRUITS.—Where the new fruits are coming into the market there is an easing of prices. This applies to figs, some currants, and Valencia raisins. Quotations open somewhat higher than a year ago for first shipments, but are down in comparison with old prices, which advanced with the war and the uncertainty of receipts. New peels are also in, and are about 2c cheaper. The feeling is that imported fruits will be much lower with future arrivals, owing to the limited demand throughout the world. The situation at present covers a considerable range of prices, as there are so many tag ends that quotations depend to a large extent upon the policy of the individual house. For instance, some firms are running specials, such as apricots at 11½c. So far as dried apples are concerned prices are a shade lower still, and there is a heavy market for California stuffs. Stocks which have been bought are going slow, and there is little demand for replenishment.

Apples, evaporated, per lb.	0 06	0 06½
Apricots—		
Standard, 25 lb. boxes	0 11½	0 14
Choice, 25 lb. boxes	0 14	0 15½
Candied Peels—		
Lemon	0 12	0 14
Orange	0 12	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lb.	0 07½	0 08
Amalas, choicest, per lb.	0 07½	0 08
Patras, per lb.	0 08	0 08½
Vostizzas, choice	0 09½	0 10
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09	0 09½
Fards, choicest, 60-lb. boxes	0 08½	0 09
Package dates	0 07½	0 09
Hallowees	0 06	0 06½
Prunes—		
30-40s, California, 25 lb. boxes	0 13½	0 14½
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12¾
60-70s, 50 lb. boxes	0 10	0 10½
70-80s, 50 lb. boxes	0 09½	0 10
80-90s, 50 lb. boxes	0 09	0 09½
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 07	0 07½
25-lb. boxes ¼c more.		
Raisins—		
Sultana, choice, new	0 10	0 11
Sultana, fancy, new	0 12	0 14
Valencia	0 07½	0 08
Seeded, fancy, 1 lb. packets	0 10	0 10½
Seeded, choice, 1 lb. packets	0 09½	0 10
Seeded, choice, 12 oz.	....	0 08½
Seedless, 16 oz. packets	0 11	0 11½
Seedless, 12 oz. packets	....	0 10

NUTS.—Market is awaiting new arrivals, which will probably be here next week. Prices should then ease, as stocks have been held comparatively firm until situation is relieved. Later arrivals are expected to be still cheaper.

	Per lb.	
In Shell—		
Almonds, Tarragona	0 17½	0 20
Brazils, medium, new	0 11	0 12
Brazils, large, washed, new	0 12	0 14
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 15	0 17
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	....	0 17½
Walnuts, Bordeaux	....	0 14
Walnuts, Marbots	....	0 15
Shelled—		
Almonds	....	0 55
Filberts	....	0 35
Peanuts	0 10½	0 [illegible]
Pecans	0 56	0 60
Walnuts	0 55	0 60

BEANS.—There is a demand for beans for export, and the price has tightened. Twenty-one cars have already been secured for foreign markets. Bids at delivery points are $2.50 and above. The advance is about 25c a bushel in the trade, with the situation firm. Deliveries of peas are also slow, and the bottom figures have been advanced 15c to $2.90.

	Per bushel.	
Beans—		
Canadian, hand picked	3 00	3 25
Canadian primes	2 90	3 15
Lima, per lb.	0 08¾	0 09
Peas, blue, Canadian, per bush.	2 90	3 00
Peas, whole, white, per bush.	2 90	3 00

COFFEE.—There is not much change in the coffee situation. Brazilians continue easy, but Mochas are higher. Consumption is not heavy.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 32	0 34
Arabian Mocha	0 33	0 36
Guatemala	....	0 32
Bucramanga	0 30	0 32
Mexican	0 30	0 32
Maracaibo	0 28	0 30
Jamaica	0 26	0 28
Santos	0 24	0 26
Rio	0 18	0 22
Chicory	....	0 14

RICE.—Demand for rice continues fair; it is a good staple and comparatively cheap as a food. Heavy stocks were, however, generally secured in the after-war buying. Prices are without change.

Rice—		
Rangoon, per lb.	0 03½	0 04
Rangoon, fancy, per lb.	0 04½	0 05
Patna, per lb.	0 06½	0 08
Japan, per lb.	0 06½	0 08
Java, per lb.	0 08	0 08½
Carolina, per lb.	0 09	0 10
Sago—		
Brown, per lb.	0 06	0 06½
White, per lb.	....	0 06
Tapioca—		
Bullet, double goat	....	0 10½
Medium pearl	0 06	0 7
Seed pearl	0 06	0 07
Flake	....	0 10½

SPICES.—There is practically no change in the spice situation. Prices are about the same, with the exception of cream of tartar, where there is an easier tendency on account of shipments from France. Herbs from the continent are still at high prices. With the pickling season through the demand is light.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	....—0 12	....—0 18
Allspice, whole	....—....	....—0 17
Cassia, whole	....—....	0 21—0 26
Cassia, ground	0 18—0 19	0 21—0 26
Cinnamon, Batavia	....—....	0 36—0 40
Cloves, whole	....—....	0 28—0 33
Cloves, ground	0 21—0 26	0 31—0 35
Cream of tartar	0 25—0 35	....—0 40
Curry powder	....—....	....—0 35
Ginger, Cochin	0 14—0 17	0 20—0 23
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, whole	....—....	0 24—0 27
Ginger, African, ground	....—....	....—0 18
Mace	....—....	0 80—1 05
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....—0 37
Nutmegs, ground, bulk, 45c; 1 lb. tins	....—....	....—0 50
Pastry spice	....—....	0 27—0 30
Peppers, black, ground	0 12—0 16	0 19—0 22
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 19—0 27	0 33—0 27
Peppers, white, whole	....—....	0 31—0 33
Pickling spice	....—....	....—0 17
Turmeric	....—....	0 18—0 20

SYRUPS.—Market is inclined to be a little quieter than a few weeks ago. The fact that there were heavy purchases after the war and that the weather has been unusually warm for the time of year are the main factors in the situation.

Syrups—	Per case.	
2 lb. tins, 2 doz. in case	....	2 65
5 lb. tins, 1 doz. in case	....	3 00
10 lb. tins, ½ doz. in case	....	2 90
20 lb. tins, ¼ doz. in case	....	2 85
Barrels, per lb.	....	0 03¾
Half barrels, lb.	....	0 04
Quarter barrels, lb.	....	0 04¼
Pails, 38½ lbs. each	....	1 95
Pails, 25 lbs. each	....	1 40
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	0 24	0 26
West Indies, half barrels	0 26	0 28
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 6 to case	4 40	4 80
½ gals., 12 to case	4 70	5 40
¼ gals., 24 to case	4 70	5 40
Pints, 24 to case	2 50	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12½
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 90

WOODENWARE. — Situation quiet, with little volume of business. Prices remain without change, although there are some lines of German importations which cannot be replaced, and these would advance if there were a normal demand.

CANNED GOODS.

MONTREAL.—Demand is slow, tomatoes and corn, the biggest sellers in Quebec Province, going the quickest. Peas are moving well because they cannot be imported. Grocers are getting their orders filled just now, and there will be little activity in this market probably before winter sets in.

TORONTO.—Demand continues slow and grocers are quite evidently following the safe policy of buying from hand to mouth. It is expected that there should be somewhat improved business with the colder weather as the open autumn has resulted in especially low prices for late fruits and garden vegetables.

ONTARIO AND QUEBEC PRICES 1914 PACK.

VEGETABLES.	Group A.
2's Asparagus tips	$2 32½
2's Asparagus butts	1 47½
2's Beans, crystal wax	1 05
2's Beans, golden wax, midget	1 25
2's Beans, golden wax	0 95
3's Beans, golden wax	1 32½
Gals., Beans, golden wax	3 77½
2's Beans, Lima	1 22½
2's Beans, red kidney	1 00
2's Beans, Refuge or Valentine green	0 95
3's Beans, Refuge (green)	1 32½
2's Beans, Refuge, midget	1 25
Gals. Beans, Rfuge	3 77½
2's Beets, sliced blood red, Simcoe	1 00
2's Beets, whole, blood red, Simcoe	1 00
2's Beets, whole, blood red, Rosebud	1 30
3's Beets, sliced, blood red, Simcoe	1 35
3's Beets, whole, blood red, Simcoe	1 40
3's Beets, whole, blood red, Rosebud	1 45
3's Cabbage	0 97½
Gals., Cabbage	2 77½
2's Carrots	0 97½
3's Carrots	1 27½
2's Cauliflower	1 37½
3's Cauliflower	1 77½
2's Corn	0 95
2's Corn, Fancy	1 05
Gals., Corn on Cob	4 52½
2's Parsnips	0 97½
3's Parsnips	1 17½
2's Peas, standard, size 4	0 95
2's Peas, early Junes, size 3	0 97½
2's Peas, sweet wrinkles, size 2	1 00
2's Peas, extra fine sifted, size 1	1 40
Gals. Peas, standards	4 07½
Gals. Peas, Early Junes	1 17½
Gals. Peas, sweet wrinkles	4 32½
2½'s Sauer Kraut, Simcoe	0 32½
3's Sauer Kraut, Simcoe	0 97½
Gals. Sauer Kraut, Simcoe	2 77½
2's Spinach	1 15
3's Spinach	1 50
Gal. Spinach	4 55
3's Squash	0 97½
Gals. Squash	2 77½
2's Succotash	0 97½
2's Tomatoes	0 87½
2½'s Tomatoes	0 95
3's Tomatoes	1 00
Gals. Tomatoes	2 92½
3's Turnips	0 97½
FRUITS.	
3's Apples, Standard	0 82½
3's Apples, Preserved	1 00
Gals. Apples, Standard	2 65
Gals. Apples, Preserved	3 00
2's Blueberries, standard	1 52
2's Blueberries, preserved	1 82½
Gals. Blueberries, std.	6 57½
2's Blk. cherries, pitted, H.S.	1 92½
2's Blk. cherries, not pitted, H.S.	1 52½
2's Red ptd. cherries, H.S.	1 92½
2's Cherries, red, pitted, L.S.	1 45
2's not ptd. red cherries, H.S.	1 57½
Gals. ptd. red cherries	8 52½
Gals. not ptd. red cherries	8 02½
2's Cherries, white, ptd. H.S.	1 92½
2's Cherries, white, not ptd. H.S.	1 62½
2's Black currants, H.S.	1 47½
2's Preserved black currants	1 77½
Gals. black currants, st d.	5 27½
Gals. black currants, solid pack	8 27½
2's Red currants, H.S.	1 47½
2's Red preserved currants	1 77½
Gals. red currants, standard	5 27½
Gals. red currants, solid pack	8 27½
2's Gooseberries, H.S.	1 47½
2's Gooseberries, preserved	1 77½
Gals. gooseberries, standard	7 02½
Gals. gooseberries, solid pack	8 77½
2's Grapes, white, Niagara, preserved	1 42½
Gals. Grapes, white, Niagara, standard	3 32½
2's Lawtonberries, heavy syrup	1 97½
2's Lawtonberries, L.S. (group B)	1 45
2's Lawtonberries, preserved	2 17½
Gals. Lawtonberries, std.	7 07½
2's Peaches, white, heavy syrup	1 77½
2½'s Peaches, white, heavy syrup	2 02½
3's Peaches, white, heavy syrup	2 12½
1½'s Peaches, yellow, flats, heavy syrup	....
2's Peaches, yellow, heavy syrup	1 77½
2½'s Peaches, yellow, heavy syrup	2 02½
3's Peaches, yellow, heavy syrup	2 12½
3's Peaches, yellow, whole, heavy syrup	....
3's Peaches, pie, not peeled	1 17½
3's Peaches, pie, peeled	1 62½
Gals. Peaches, pie, not peeled	3 02½
Gals. Peaches, pie, peeled	4 77½
Gals. Pie fruits, assorted (add 5%)	....
2's Pears, Bartlett, heavy syrup	1 52½
2½'s Pears, Bartlett, heavy syrup	2 02½
3's Pears, Bartlett, heavy syrup	2 02½
2's Pears, Flemish Beauty, heavy syrup	1 52½
2½'s Pears, Flemish Beauty, heavy syrup	1 77½
3's Pears, Flemish Beauty, heavy syrup	2 02½
2's Pears, Keiffers, heavy syrup	1 27½
2½'s Pears, Keiffers, heavy syrup	1 52½
3's Pears, Keiffers, heavy syrup	1 77½
2's Pears, light syrup, Globe	1 12½
3's Pears, light syrup, Globe	1 42½
3's Pears, pie, not peeled	1 12½
3's Pears, pie, peeled	1 42½
Gals. Pears, pie, peeled	3 77½
Gals. Pear, pie, not peeled	2 77½
2's Pineapple, sliced, heavy syrup	1 92½
2's Pineapple, shredded, heavy syrup	1 47½
2's Pineapple, whole, heavy syrup	1 92½
3's Pineapples, whole, heavy syrup	2 42½
2's Pineapple, sliced, Hygeian brand	2 00
2's Plums, Damson, light syrup	0 97½
3's Plums, Damson, light syrup	1 37½
2's Plums, Damson, heavy syrup	1 07½
3's Plums, Damson, heavy syrup	1 42½
Gals. Plums, Damson, standard	2 77½
2's Plums, Egg, heavy syrup	1 12½
2½'s Plums, Egg, heavy syrup	1 37½
3's Plums, Egg, heavy syrup	1 47½
2's Plums, Green Gage, light syrup	1 07½
2's Plums, Green Gage, heavy syrup	1 12½
3's Plums, Green Gage, light syrup	1 37½
3's Plums, Green Gage, heavy syrup	1 47½
Gals. Plums, Green Gage, standard	3 77½
2's Plums, Lombard, light syrup	0 97½
2½'s Plums, Lombard, light syrup	1 27½
3's Plums, Lombard, light syrup	1 37½
2's Plums, Lombard, heavy syrup	1 07½
2½'s Plums, Lombard, heavy syrup	1 27½
3's Plums, Lombard, heavy syrup	1 42½
Gals. Plums, Lombard, standard	2 77½
2's Raspberries, black, H.S.	1 97½
2's Raspberries, black, L.S. (group B)	1 45
2's Raspberries, black, preserved	2 17½
Gals. Raspberries, black, std.	7 07½
Gals. Raspberries, black, solid pack	9 32½
2's Raspberries, red, H.S.	1 97½
2's Raspberries, red, L.S. (group B)	1 45
2's Raspberries, red, preserved	2 17½
Gals. Raspberries, red, std.	7 32½
Gals Raspberries, red, solid pack	9 32½
2's Rhubarb, preserved	1 57½
3's Rhubarb, preserved	2 32½
Gal. Rhubarb, standard	3 57½
2's Strawberries, H.S.	2 17½
2's Strawberries, preserved	2 32½
Gals. Strawberries, standard	7 57½
Gals. Strawberries, solid pack	9 82½

(Group B 2½c dozen lower.)

MANITOBA MARKETS.

Winnipeg, Oct. 29.—Some unlooked-for changes have come during the week, perhaps the most notable being a further advance in sugar. Generally business is reported as good, and it is expected that with November will come a general improvement. The good weather has made it possible for farmers to keep on the land unusually late. As a result they have not been to town so much, nor have they marketed their grain, and, therefore, are without the means to settle their accounts. The grain has been unusually late in coming in this fall, but it seems very likely there will be a tremendous rush of this in November.

New California figs are on the market this week—reasonably low in price and unfortunately not of particularly good quality. Turkish figs are now held up in New York, pending the arrival of

Customs documents which will allow their unloading. It is not expected that they will be forwarded to Canada before the second week in November.

There has been a decline in one particular line of condensed milk. This market as a whole, however, is firm.

SUGAR.—A further advance of 30c, making the price for extra standard $7.50, was set during the week. It was expected, however, that the last advance to $7.20 would be sufficient to cover conditions for some time. In view of the further rise it is risky work predicting what may happen with this product.

	Per cwt. in sacks.
Sugar, Eastern—	
Extra standard granulated	7 50
Extra ground or icing	7 50
Powdered	7 30
Lump, hard	7 95
Montreal yellow	6 60
Sugar, Western Ontario—	
Sacks, per 100 lbs.	7 10
Barrels, per cwt.	6 05
Halves, 50 lbs., per cwt.	6 10
Bales, 20 lbs., per cwt.	6 15
Powdered, barrels	6 40
Powdered, 50s	5 75
Powdered, 25s	7 05
Icing, barrels	6 70
Icing, 50s	6 95
Icing, 25s	7 10
Icing, pails	7 00
Cut loaf, barrels	6 80
Cut loaf, 50s	7 05
Cut loaf, 25s	7 30
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 60
5-lb. tins, 1 doz. to case, per case	4 00
10-lb. tins, ½ doz. to case, per case	3 75
20-lb. tins, 3 tins to case, per case	3 70

(These prices prevail in Winnipeg, Calgary, Regina Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.
Barbadoes	0 53
New Orleans	0 34
Maple Syrups—	Per case.
Imperial quarts, case, 2 doz.	5 40
Imperial ½ gals., 1 doz.	5 55
New, pure, ½ gal., case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—Apples apricots, dates and peaches remain at the prices quoted last week. A good supply of all these lines is on hand, and no great variation is likely for some little time. Current prices are expected to hold firm until after Christmas. Dates, on the other hand, are almost certain to advance. New Valencia raisins are expected to arrive next week. The prices for these will be considerably higher than asked in previous years. California raisins may also be expected to advance in the near future.

Apples, evaporated, new, 25s	0 08¼
Apricots, choice, 25's	0 12
Apricots, choice, 10's	0 13
Apricots, standard, 25's	0 11¾
Currants—	
Dry clean	0 09½
Washed	0 09⅝
1 lb. package	0 09½
2 lb. package	0 19
Vostizzas, 1 lb.	0 12½
Dates—	
Hallowi, loose, per lb.	0 06½
Hallowi, 1 lb. pkgs.	0 07¼
Fard dates, 12-lb. boxes	1 10
Peaches—	
Standard, 25-lb. boxes	0 06¾
Choice, 25-lb. boxes	0 07½
Choice, 10-lb. boxes	0 08½
Extra choice, 25-lb. boxes	0 08⅞
60 to 70	0 10
50 to 60	0 10¾
40 to 50	0 11⅝
Raisins, Valencias—	
Extra select Valencias, 28's, box	2 15
Raisins, Sultanas—	
California	0 09¾
Smyrnas	0 08 0 12½
Raisins, Muscatels—	
3 crown loose, 50's	0 08¼
3 crown, loose, 25's	0 08½
Choice, seeded, lb.	0 09¼
Extra fancy seeded, lb.	0 09¾
12-oz. packages, fancy	0 07⅞
12-oz. packages, choice	0 07½
Raisins, Australians—	
Lexias, 56-lb. boxes	0 08½
Prunes, in 25-lb. boxes—	
90 to 100	0 07½
80 to 90	0 08¼
70 to 80	0 08¾

TEAS AND COFFEES.—The recent advance in Rios has been offset by a decline of ¾c, bringing the price per lb. to 13c. This is due to strange conditions on the primary market, the visible supply now being more satisfactory. There still is no change in tea on the Winnipeg market.

	Per lb.	
Coffee—		
Rio, No. 5, green		0 13
Rio, roasted		0 16
Santos, green, No. 4		0 15
Santos, roasted	0 21¾	0 22¾
Chicory, per lb.	0 07	0 08

TWO SUGAR AUTHORITIES.

A prominent authority on the Canadian sugar trade was asked for his opinion of the market following the final rise.

"To express my idea of the situation, but I do not want to be quoted," he replied, "here is a statement which I think covers the main points." He handed over a clipping from the market summary of Oct. 15th as published in Canadian Grocer, which he took from his pocket-book.

This is what Canadian Grocer said of the sugar market which one week later this gentleman submitted as covering the existing conditions:

"The Canadian situation is different. To-day prices are above the American level, but they have not been advanced until the time when orders have been caught up. Raw sugar is being delivered at the moment at prices which almost equal selling price of refined. This is due to the fact that refiners were forced into a bull market to buy. Canada buys largely in preferential markets which were closed for a short time when war was declared by an embargo. Result — United Kingdom bought heavily through arrangement between government and merchants and Canada had to go into open markets and pay higher prices and higher duties. Ordinary duty of 40¾ was advanced to 1.37½, which is an advance of 96c, and in itself means an advance of almost 1c per pound."

Teas—		
Japans—		
Choicest basket, fired	0 40	0 50
Choicest, pan fired	0 40	0 50
Very fine, pan fired	0 35	0 40
Medium, pan fired	0 30	0 35
Common, pan fired		0 25
India and Ceylon—		
Souchongs		0 30
Pekoe Souchongs		0 35
Pekoe		0 40
Broken orange and orange	0 40	0 50
China—		
Fine Keelum	0 50	0 60
Good Packlum		0 35
Common moning		0 25

BEANS.—Here there is every indication of a lower market. In fact, offers are now being made which would result in the Winnipeg prices being set at about $2.75 for three lb. pickers. Quotations, however, are very erratic, there often being as wide a spread as 25c per bushel between the offerings of the various brokers. The prices at which beans will eventually be sold depends very largely on the export demand. It is understood the American crop is not large, and, as in previous years, there have been large importations of foreign beans into Canada, and as the foreign beans are, of course, not available this year, it is reasonable to expect that prices will be considerably higher than under normal conditions.

Beans—	
Foreign, hand-picked	3 50
Canadian, hand-picked	3 40
3-lb. pickers	3 00
Barley—	
Pot, per sack, 96 lbs.	3 10
Pearl, per sack, 98 lbs.	4 60
Peas—	
Split peas, sack, 98 lbs.	3 30 3 65
Whole peas, bushel	2 25

RICE AND TAPIOCA.—No change whatever here.

Rice and Tapioca—	
No. 1 Japan, per lb.	0 05⅞
No. 2 Japan, per lb.	0 05
Siam, per lb.	0 04¼
Patna, per lb.	0 06¼ 0 06¾
Carolina, per lb.	0 08
Sago, pearl, per lb.	0 05¼
Tapioca, pearl, per lb.	0 05

WINNIPEG.

FISH.—Continued warm weather has prevented the development in this line, which might have been expected. Nevertheless, there is a good call for fish, and it becomes more than ever apparent that housewives are going to buy this line more largely than ever before during the coming winter. Jack fish has advanced slightly during the week. Halibut is up 1c a lb. Haddies are now being quoted at 9c, fillets at 12c, and are moving well.

Fish—	
Whitefish, per lb.	0 09
Pickerel	0 08
Trout	0 12½
Gold eyes	0 03½
Jackfish	0 04
Halibut	0 12
Salmon	0 15
Fresh sole	0 10
Fresh cod	0 12½
Fresh smelts	0 11
Oysters, per gal.	2 75
Shell oysters, per cwt.	2 00
Shell oysters, per bbl.	17 00
Haddies	0 09
Haddies, fillets	0 12½

WINNIPEG.

FRUIT.—The market is weak. Lemons have declined again, California now being quoted at $5.50 and Messinas at $5. As for the rest, no price changes have been struck, although Ontario grapes

sold very cheaply at auction early in the week. The scarcity of these grapes, however, is keeping the price up generally. There will be few more grapes received from Ontario.

Apples—		
Washington	....	1 25
Apples, bbls.	3 00	3 50
B.C. box apples	....	1 75
Cranberries, bbl.	....	7 75
Bananas, lb.	....	0 04½
Lemons—		
California	....	5 50
Messina	....	5 00
Oranges, California Valencias	....	4 00
Pears	3 00	3 50
Pears, Michigan, in bbls.	4 50	4 75
Grapes—		
Ontario, basket	....	0 25
California Tokay	2 25	2 50

VEGETABLES.—Sweet potatoes are strong, being quoted about $4.50. None are to be had in Minneapolis or in Chicago, and the local dealers have not anything like a large enough supply to meet the demand.

B. C. celery is moving well at $6.50 a crate.

Celery, B.C.	....	0 07
Head lettuce, Minnesota, hampers	....	3 50
Onions—		
California, 100-lb. sacks	....	2 00
Valencia, per case	....	4 00
Parsley, per doz. bunches	....	0 40
Sweet potatoes	....	4 50
B. C. celery, per case	....	6 50

SASKATCHEWAN MARKETS.

By Wire.

Regina, Oct. 28.—Heavy frosts have been felt in this district during past week, but most grains and vegetables have been removed from the ground, so that little actual harm was done. Prairie fires have been general in a number of localities. Business in the district is fair. Rice is ¼c lower. Evaporated apples are quoted at ¾c lower, and eggs are commanding 27c. Otherwise market remains unchanged.

Produce and Provisions—		
Butter, creamery, per lb.	0 29	0 30
Butter, dairy, No. 1	....	0 21
Cheese, per lb.	0 17¾	0 18
Eggs, fresh, per doz.	....	0 27
Lard, 3's, per case	....	7 50
Lard, 5's, per case	....	7 45
Lard, 10's, per case	....	7 40
Lard, 20's, each	....	2 50
General—		
Beans, Ontario, per bushel	....	3 65
Coffee, whole roasted, Rio	....	0 22
Cream of tartar, lb.	....	0 52
Cocoanut, lb.	....	0 20½
Evap. apples, 50's	....	0 12½
Potatoes, new, per bush., B.C., $1.25; N. B.	....	1 10
Rolled oats, 20's, 82c; 40's, $1.60; 80's	....	3 10
Rolled oats, bail of 80 lbs.	....	3 10
Flour, 98's.	....	3 45
Rice, per cwt.	....	4 25
Sugar, standard, gran., per cwt.	....	7 07
Sugar, yellow, per cwt.	....	6 57
Walnuts, shelled, 54c; almonds	....	0 53
Canned Goods—		
Apples, gals., case, $1.61-$1.91, doz.	....	3 82
Broken beans, 2's	....	2 60
Corn, standard, per 2 dozen	....	2 21
Peas, standard, per 2 dozen	2 00	2 05
Plums, Lombard	2 10	2 21
Peaches	....	3 16
Strawberries and raspberries	....	4 71
Tomatoes, standard, per dozen	....	2 65
Salmon—		
Sockeye, 1's, 4 doz. case	....	9 85
Sockeye, ½'s	....	12 35
Cohoes, 1's	....	6 00
Humpbacks, 1's	....	4 60
Fruits—		
Apples, per bbl., Ontario	4 00	4 25
Lemons	....	10 00
Oranges	4 00	4 50
Dried Fruits—		
Apricots, per lb.	....	0 11¾
Apples, per lb.	....	0 07½
Currants, per lb.	....	0 11¾

ALBERTA MARKETS.

By Wire.

Edmonton, Oct. 28.—Fine fall weather has stimulated trade in this district, the country merchants reporting brisk business. Cereals are firm, but sugar is most uncertain. Importations of Eastern potatoes have relieved the situation here, consequently price is lower. Butter (creamery) is now 31c. and cheese 18c. Lards are higher— 3's being $7.95, 5's $7.90, 10's $7.80 and 20's $2.53. Ontario beans are $2.90 to $3.25. Sugar (granulated) caused some surprise by a drop from $8.70 to $8.30 and $8.40, and yellow from $8.05 to $7.65.

Produce and Provisions—		
Butter, creamery, per lb.	....	0 31
Butter, dairy, No. 1, 26c; No. 2	....	0 21
Cheese, per lb.	....	0 18
Lard, pure, 3's, per case	....	7 95
Lard, pure, 5's, per case	....	7 90
Lard, pure, 10's, per case	....	7 80
Lard, pure, 20's, each	....	2 53
General—		
Beans, Ontario, per bushel	2 90	3 25
Coffee, whole roasted, Rio	0 18½	0 20
Evaporated apples, 50's	0 11	0 11½
Potatoes, per bush.	....	0 65
Rolled oats, 20's	....	0 79
Rolled oats, bail	3 25	3 75
Flour, 98's, $3.55-$3.65; rolled oats, 80's	....	2 50
Rice, per cwt.	....	4 50
Sugar, standard gran., per cwt.	8 30	8 40
Sugar, yellow, per cwt.	....	7 65
Canned Goods—		
Apples, gals., case	....	1 50
Corn, standard, per two dozen	....	2 15
Peas, standard, 2 dozen	....	2 15
Plums, Lombard	....	2 20
Peaches	....	3 55
Strawberries, $4.35; raspberries	....	4 00
Tomatoes, standard	....	4 35
Salmon, sockeye, 4 doz. talls, case, 1s	....	9 50
Cohoes, 1's, $5.75; humpbacks, 1's	....	4 35
Fruits—		
Lemons	....	6 75

NEW BRUNSWICK MARKETS.

(By wire.)

St. John, Oct. 28.—Business continues good; collections are fair and markets not much changed. Provision market is slow with pork and beef easier. Dealers don't think pork has reached bottom yet. The easier tone in pork is affecting lard downwards. Sugar market is uncertain in view of action of British Government. Supplies of cream tartar are coming from France and have lowered quotings to 50c and 53c. Dealers expect to be able to get more stocks. Currants have dropped 8¾ to 9c. Cornmeal is reported easier. Cheese is a shade higher at 16½ to 17c. Strictly fresh eggs are higher. Butter is firm.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	....	0 17
Beef, barrel	27 50	28 00
Beef, corned, 1 lb.	3 15	3 30
Pork, American clear, per bbl.	27 50	28 00
Pork, domestic, per bbl.	....	29 00
Butter, dairy, per lb.	0 22	0 23
Butter, creamery, per lb.	0 23	0 24
Eggs	0 26	0 29
Lard, compound, per lb.	0 10¾	0 10½
Lard, pure, per lb.	0 13¾	0 13½
Flour and Cereals—		
Cornmeal, gran.	....	6 00
Cornmeal, ordinary	....	1 90
Flour, Manitoba, per bbl.	....	7 55
Flour, Ontario	....	6 85
Rolled oats, per bbl.	....	6 75
Oatmeal, standard, per bbl.	....	7 40
Fresh Fruits and Vegetables—		
Lemons, Messina, box	....	7 00
Oranges, Val., case	4 00	5 50
Potatoes, new, bbl.	1 25	1 35
Sugar—		
Standard granulated	7 20	7 30
United Empire	7 10	7 20
Bright yelliw	7 00	7 10
No. 1 yellow	6 70	6 80
Paris lumps	8 25	8 50
Beans, white, per bush.	3 15	3 20
Beans, yellow eyes, per bush.	3 70	3 75
Canned pork and beans, per case	2 80	3 00
Molasses, per gal.	0 34½	0 35
Cream of tartar, per lb., bulk	0 50	0 53
Currants, per lb.	0 08¾	0 09
Rice per cwt.	4 50	5 00
Cheese, per lb.	0 16½	0 17

FROM THE ROAD TO THE COUNTER

Grocery Traveller Picked on Trenton, Ont., to Launch Retail Enterprise.

A year ago W. V. Webster was a travelling salesman for a Kingston wholesale house. He had been in the grocery business all his life and was looking for a place to open a retail store. He chose Trenton, Ont.; he believed that there was an opportunity in that town.

Last November the new grocery opened in a new store with a new stock. Then there was something else new about it—Mr. Webster had some new ideas. He believed that the people would appreciate high-class goods handled in a high-class way. There was a grocery near by closing up and that helped.

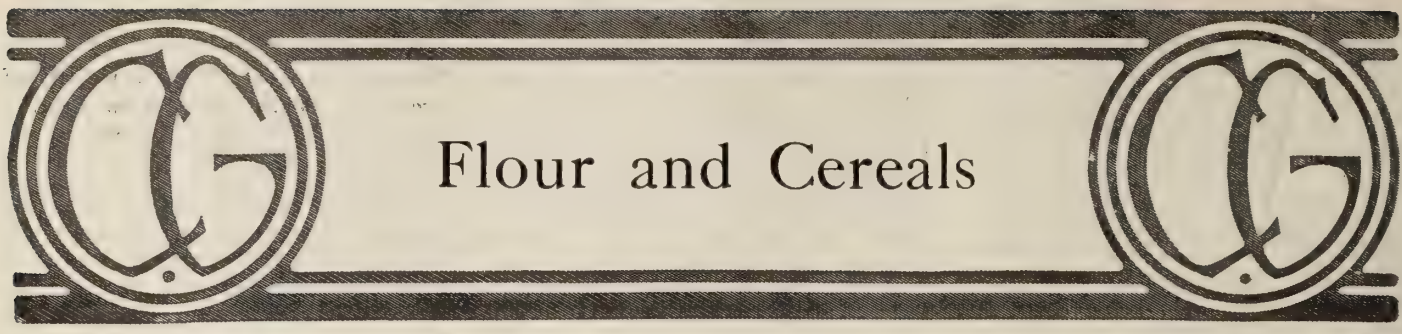
It took some time to get acquainted, but the people have begun to show their appreciation. Now his business is on a satisfactory basis. With a stock of $3,000 on the average he expects to be able to make a showing of $25,000 business for the year.

Mr. Webster believes in watching credits closely, and what few accounts he has are cut close at the end of 30 days; if the people can't pay for one month, he does not see how they are going to pay for two. He has never carried more than $300 on his books.

MARKET FOR APPLES IN SCOTLAND.

Andrew Chalmers, of Glasgow, Scotland, an importer of American and Canadian apples, in a letter to the Fruitman's Guide of New York, says: "In spite of the European crisis, the Glasgow market is far from being demoralized. I received my first car of Californian box apples last week, and cleared them at 7 shillings per box, this notwithstanding the fact that our market was heavily stocked with English, Irish and Scotch apples, selling as low as 9 shillings per cwt. For the benefit of your readers and exporters, I think there should be no risk in exporting this season, and although I don't look for high prices, apples having become practically a necessity, they should command a ready sale at a moderate price."

E. Guillet, Cobourg, Ont., has a modern counter account recording system in his grocery. He has thereby eliminated his bookkeeping. The customer gets a duplicate of the purchase check. At the end of the month the original is sent by mail and all that Mr. Guillet bothers about is the total amount. And he makes the statement that in his experience of four years with the system he has never had the least bit of trouble.



Mills May Soon Have to Reduce Flour Output

Present Prices in Canada Do Not Warrant Export Business in Competition With Minneapolis But Change May Be Made—Mill Feeds Easier in Montreal and Firm in Toronto—Deliveries of Rolled Oats Have Been Slow.

MONTREAL.

FLOUR.—Things are quiet. Prices are firm, however, and millers state that prices will not be cheaper for some time owing to strength of wheat market. Dealers are anxious to get rid of their stocks, which are of medium size, and much buying is not expected before next month, when business should improve. Few inquiries are coming in. Strong bakers is being quoted at $5.75. There is a slight improvement in country business.

Manitoba Wheat Flour—	Per bbl.
First patents	6 70
Second patents	6 20
Strong bakers'	6 00

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	6 25	6 50
90 per cent., in wood	5 50	6 00
90 per cent., in bags	2 50	2 60
Straight roller	5 70	5 90
Blended flour	5 75	6 25

CEREALS.—A fair amount of business is being done, but no change in price, and no weakness expected now that the price of oats has risen. Business from now on should improve, owing to colder weather. Some export business is being done in rolled oats, as a local agent was recently advised by head office that he could not get supplies owing to big demand for export.

Cornmeal—	Per 96-lb. sack.
Kiln dried	2 45 2 50
Softer grades	2 20 2 35
Rolled Oats—	90's in jute.
Small lots	3 12½ 3 50
25 bags or more	3 02½ ....

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled Wheat—	100-lb.	bbls.
Small lots	....	3 50
Hominy, per 98-lb. sack	....	2 75

FEEDS.—Smaller mills brought their prices down last week, bran being quoted as low as $21.50 to $22, shorts $24 to $25, and ordinary middlings $26, the demand being small even at these prices. It will be noticed that prices quoted below are considerably higher, these being prices of the large mills, who seem unwilling to make a reduction, preferring to retain their stocks for a time when the demand will be greater and better prices prevail. Some of the millers have sold at these cut prices, but their quotations remain as below. Supplies of all feeds can be secured at lower prices than these quoted if desired.

Mill Feeds—	Car lots,	per ton
Bran	....	25 00
Shorts	....	27 00
Middlings	29 00	30 00
Wheat moulee	....	30 00
Feed flour	35 00	38 00
Mixed chop, ton	....	38 00
Crushed oats, ton	....	38 00
Barley, pot, 98 lbs.	3 00	4 00
Oats, chop, ton	....	38 00
Barley chop, ton	....	38 00
Feed oats, cleaned, Manitoba, bush..	....	0 65

TORONTO.

FLOUR.—Business is still quiet, although there have been some inquiries made recently from Ontario dealers and some small orders have been taken, but few car lots. Stocks in hands of consumers must still be comparatively heavy. During the week wheat has only changed fractionally, although at one time it had advanced another 2 cents, and this seemed to have the effect of starting a movement. So far as export business is concerned, Canadian millers are out of line and can hope to do nothing at present prices unless there is a narrowing down as betwen Canadian points and Minneapolis. Mills must now be storing considerable although they are in a position to do so feasibly, on account of the heavy drain a few weeks ago

Manitoba Wheat Flour—	Small lots, per bbl.	Car lots, per bbl.
First patent	6 80	6 60
Second patent	6 30	6 10
Strong bakers	6 10	5 90

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots, per bbl.	Car lots, per bbl.
Fancy patents	5 50	5 30
90 per cent.	5 10	4 90
Straight roller	5 00	4 80
Blended flour	5 35	4 95

CEREALS.—There is little change in the market although the tone is generally firmer. In rolled oats there has been some difficulty in getting orders filled from the fact that some mills have been working on American oats. However, the Canadian oats are now being milled and this difficulty should be overcome.

Barley, pearl, 98 lbs.	....	5 00
Buckwheat grits, 98 lbs.	5 50	6 00
Corn flour, 98 lbs.	2 50	3 00
Cornmeal, yellow, 98 lbs.	2 65	2 75
Graham flour, 98 lbs.	3 00	3 30
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 63
Oatmeal, granulated, 98 lbs.	....	3 63
Peas, Canadian, boiling, bush.	2 75	3 00
Peas, split, 98 lbs.	....	5 00
Rolled oats, 90-lb. bags	3 25	3 45
Rolled wheat, 100-lb. bbl.	3 75	4 00
Rye flour, 98 lbs.	....	3 80
Wheatlets, 98 lbs.	3 75	4 00
Whole wheat flour, 98 lbs.	3 75	4 00

MILL FEEDS.—Situation in mill feeds is firmer. Nothing is being sold below the $24 figure for bran. The big mills have held up to the old figure of $25 as the low point all along, and it seems likely that they will get their price. Ontario millers have been taking quick profits while the big fellows have waited. They have perhaps been figuring that they will not be operating at capacity for long and with the high prices of grain and the winter season coming they will have a good investment in their feeds. The present indications are that they have properly judged the situation. Feed oats are up 3c to 5c the bushel.

Mill Feeds—	Mixed cars, per ton
Bran	24 00 25 00
Shorts	26 00 28 00
Middlings	29 00 31 00
Wheat moulee	.... 30 00
Feed flour, per bag	1 75 1 85
Oats—	
No. 3, Ontario, outside points	.... 0 48
No. 3, C.W.	.... 0 56

WINNIPEG.

FLOUR AND CEREALS.—Another week has passed without any change in prices. The big feature in the market is the small quantity of grain that has come through—farmers still either being so busy on the land that they will not take time to market their crops, or else being possessed of the idea that they will get very much larger prices by holding. This delay in forwarding the wheat is not causing any real inconvenience, but it will certainly mean a great rush in November.

Manitoba Wheat Flour—	Per bbl.
First patents	6 40
Second patents	5 80
Strong bakers'	5 10
Cereals—	
Rolled oats, per 80 lbs.	2 80
Oatmeal, fine, standard and gran'd, 98 lbs	2 80

Heavy Shipments of Eggs Going to England

Ontario Has Sent 20,000 Cases and Price Advances—Butter and Cheese Easier—Hogs Have Declined Another ½ Cent, a Total of 2c Since the Outbreak of the War — Farmers Are Shipping Unfinished Poultry and Not Much of That.

MONTREAL.

PROVISIONS.—The downward tendency shown by prices of live hogs during the past two weeks has the effect of weakening pork and pork products. Prices are down to $12.25 to $12.50. There has been no actual change in smoked or cured meats, but barrelled pork is quoted lower. The demand all round is very limited. Lard is very quiet, compound being affected most, having declined a cent per lb, within the last two weeks.

Hams—	**Per lb.**	
Medium, per lb.	....	0 19
Large, per lb.	....	0 18
Backs—		
Plain, bone in	....	0 24
Light, per lb.	....	0 22
Boneless	....	0 26
Peameal	....	0 27
Bacon—		
Breakfast, per lb.	0 19	0 20
Roll	....	0 17
Shoulders, bone in	....	0 15
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	....	0 28
Hams, roast, per lb.	....	0 29
Shoulders, boiled	....	0 27
Shoulders, roasted	....	0 28
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—	**Per bbl.**	
Heavy short cut mess	....	29 00
Heavy short cut clear	....	29 00
Clear fat pork	....	28 00
Clear pork	....	27 00
Lard, Pure—	**Per lb.**	
Tierces, 350 lbs., net	....	0 12¾
Tubs, 50 lbs. net	....	0 13½
Boxes, 50 lbs. net	....	0 13
Pails, wood, 20 lbs gross	....	0 13¼
Pails, tin, 20 lbs. gross	....	0 12¾
Cases, 10-lb. tins, 60 in case	....	0 13½
Cases, 3 and 5-lb. tins, 60 in case	....	0 13¼
Bricks, 1 lb., each	....	0 14
Lard, Compound—		
Tierces, 375 lbs., net	....	
Tubs, 50 lbs., net	....	0 10½
Boxes, 50 lbs., net	....	0 10½
Pails, wood, 20 lbs., net	....	0 10¾
Pails, tin, 20 lbs., gross	....	0 10¾
Cases, 10-lb. tins, 60 in case	....	0 11½
Cases, 3 and 5-lb. tins, 60 in case	....	0 11½
Bricks, 1 lb., each	....	0 12½
Hogs—		
Dressed, abattoir killed	12 25	12 50

BUTTER.—Following an easy feeling early last week, the market firmed again, and prices remain much as they were last week. Receipts are considerably below those of last year, but dealers do not look for the same demand as, in view of business conditions, less butter is being consumed. A steadier market is looked for.

Butter—		
Finest creamery, new milk	....	0 29
Dairy butter	0 24	0 25

CHEESE.—Cheese was easier last week end, and prices at boards throughout Quebec show a slight decline. Receipts to date have been much lower this year than last, and there is considerable demand for export. Early this week, the market showed a firmer tendency.

Cheese—		
New make	0 16	0 17
Old specials, per lb.	0 18	0 19
Stilton	0 18	0 19

EGGS.—Market firm, and advancing under export inquiry. Thousands of cases are being sent out, and more are wanted. Export business with England is picking up again, following the cutting off of sources of supply such as Russia and Denmark. Under these conditions, higher prices may be expected.

Eggs, case lots—		
New laids	....	0 36
Selects	....	0 30
No. 1s	....	0 27
Splits	0 20	0 23

HONEY.—Market is firm, but quiet, a condition which is likely to continue owing to shorter supplies. The demand is not heavy.

	White Clover per lb.	Buckwheat per lb.
Honey—		
Barrels	0 11½	0 08½
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12½	0 10
Comb, 13-14 oz. section	0 17—0 17	0 14—0 15

POULTRY.—Poor stocks continue to arrive, and it looks as though this will continue, owing to the high price of feed. Friday and Saturday of this week are fast days, which will likely have an effect on business to the benefit of the fish trade. Turkeys are coming in slowly, bring 16 to 17c live.

Fresh Stock—		
Fowls, 5 lb. and up	....	0 15
Fowls, 3 to 4½ lb.	0 09	0 12
Old cocks	0 09	0 10
Fancy fat milk-fed chickens	0 13	0 16
Chickens	0 10	0 12
Young ducks	....	0 12
Old ducks	0 09	0 10
Geese	0 10	0 11

TORONTO.

PROVISIONS.—While the hog market has been affected about half a cent a pound during the week—which is a total of about 2c the lb. since the war began—provisions have held their own and no reductions are noted for the time being. Business in Canada is reported as fair. The present level of prices is now down on a level with the Winnipeg market which will have the effect of cutting off western shipments until there is a change at least. Arrivals are reported as heavy, at Ontario points.

Hams—		
Light, per lb.	0 18	0 18½
Medium, per lb.	0 17½	0 18
Large, per lb.	0 16½	0 17
Backs—		
Backs, per lb.	0 22	0 23
Boneless, per lb.	0 23	0 24
Pea meal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll, per lb.	0 14½	0 15
Shoulders, per lb.	0 13½	0 14
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14	0 14¾
Cooked Meats—		
Hams, boiled, per lb.	0 26	0 27
Hams, roast, per lb.	0 26½	0 27½
Shoulders, boiled, per lb.	0 21	0 22
Shoulders, roast, per lb.	0 21	0 22
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 00	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 12¼	0 12¾
Tubs, 60 lbs.	0 12½	0 12¾
Pails	0 13	0 13¼
Tins, 3 and 5 lbs., per lb.	0 13¼	0 13¾
Bricks, 1 lb., per lb.	0 14	0 14¾
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09¼	0 09¾
Tubs, 50 lbs., per lb.	0 09½	0 10
Pails, 20 lbs., per lb.	0 09¾	0 10½
Hogs—		
F.O.B., live, percwt.	....	7 15
Live, fed and watered, per cwt.	....	7 50
Dressed, per cwt.	11 00	12 00

BUTTER.—There has been a change in this market during the week and although the basis of prices as last quoted remains there is an evident desire on the part of holders to get rid of stocks. October will soon be affected by the colder weather.

Butter—		
Creamery prints, fresh made	0 29	0 31
Separator prints	0 27	0 28
Dairy prints, choice	0 26	0 27
Dairy, solids	0 22	0 24
Bakers	0 18	0 20

CHEESE.—Market remains firm with conditions about the same as they have been for some time. However, the tendency as indicated at export points is a trifle easier.

Cheese—		
Old, large	0 17¼	0 17½
Old, twins	0 17½	0 18
New, large	0 16¼	0 16½
New, twins	0 16½	0 16¾

EGGS.—There have been unusual developments in this market. A week ago it was stated that some 2,000 cases had gone from Ontario for export trade and at the time of writing this amount is nearer 20,000 cases. Prices have advanced about 4c the dozen in sympathy with the movement. This comes at a time when it is altogether likely that there would have been a decline as Canada had good stocks when the demand is considered. Shipments which are going forward are storage eggs although there are also a few pickled. Formerly it was that the latter would predominate the export trade. England needs Canadian eggs on account of the embargoes in European countries. For instance, it is reported that eggs are selling at 6c a dozen in Russia on account of export trade being cut off and other countries are holding their stocks. There is some speculation as to whether Chinese eggs will now be brought more prominently into the market although so far as the United Kingdom is concerned the distance is very great.

Eggs, case lots—	Per dozen.	
Strictly new laid, in cartons	0 35	0 36
Selects	0 31	0 32
Straights		0 29
Trade eggs		0 25

POULTRY.—This market is dull but it is expected that the cold weather will see heavier shipments as the birds cannot be left out of doors and they will require feed which commands a high price. Birds being received are generally in an unfinished state. This is usually a mistake, but it is hard to make the grower see this with the present price of feed.

Fresh Stock—	Live.	Dressed.
Fowl	0 08—0 10	0 14
Spring chicken, lb.	0 10—0 11	0 13
Turkeys, young	0 15	0 18
Turkeys, old Tom	0 13	0 15
Ducklings	0 08—0 10	0 14
Ducks	0 08—0 10	0 14—0 15
Geese	0 08—0 09	0 12—0 14

HONEY.—There is nothing new in this market and the former prices continue without change.

Honey—		
Clover honey, bbls., per lb.	0 11	0 11½
60 lb. tins	0 12	0 12½
20 lb. tins	....	0 12
5-10 lb. tins	0 12½	0 13
2½ lb. tins	0 13	0 13½
Comb	2 40	2 50

WINNIPEG.

PROVISIONS.—Generally the market is strong, only one decline in price having been noted, while in cheese, eggs and butter there has been an upward tendency.

While no quotations for turkeys and poultry generally are as yet given, dealers will be glad to know that indications are for a plentiful supply of birds. It seems Western farmers have gone very much more largely into raising these, and so successful have they been that produce men express the belief that very little, if any, poultry will have to be brought from the East this year.

Hams are still weak, being quoted now a cent down at 20c. This decline is, of course, quite usual at the present season.

Cured Meats—		
Hams, per lb.		0 21
Shoulders, per lb.		0 15
Bacon, per lb.		0 25
Long clear, D.S., per lb.		0 14
Mess pork, bbl.		28 00
Lard—		
Tierces		0 12
Tubs, 60s		7 35
Pails, 20s		2 50
Cases, 5s		7 80
Cases, 3s		7 80

BUTTER.—While there is a firm tone here, no actual advance has been struck, but it is practically certain that dairy will be moved upward 1c or 2c a lb, within the next week. Evidently the spirit of economy, which is prevalent, is causing people to buy No. 1 dairy instead of creamery butter. As a result the demand is out of proportion to the supply, and an upward movement must take place.

Butter—		
Creamery, Manitoba		0 30
Dairy		0 25
Cooking	0 19	0 21

CHEESE.—The export demand for this produce is growing—so much so that an advance of ¼c has become necessary. There is also a good local demand for cheese.

Cheese—		
New, large		0 16¾
New, twins		0 17¼

EGGS.—While a good deal of exporting is going on, this has not yet resulted in any great advance in price. The whole tone, however, is strong. Checks, which are scarce, have been advanced to 17c and 18c. Winnipeg, indeed, seems to be feeling the same firm undertone which this week has been noted in Montreal, and before next week general advances in eggs will be noted.

Eggs—		
Extra firsts		0 27
Checks	0 15	0 16
Extra, in cartons		0 30

Eliminating the Influence of the Bad Egg

All Eggs in a Shipment Likely to Be Graded With the Questionable Ones — Government Demonstration Car With Exhibits Showing How Farmer, Grocer, Wholesaler and Consumer Can Protect Themselves.

AN egg is likely to be known by the company it keeps. It is with the idea of raising the status of the good eegg and to give it its proper standing from the nest to the table that the Dominion Government is conducting an egg discrimination campaign. This campaign is being brought to the attention of the people by a demonstration car which is announced to leave Ottawa about the middle of October and to tour Ontario and the Maritime Provinces. The displays which this car contains go far to remove the disguise of the egg of questionable character and bring it in its true light to the farmer, the grocer and the consumer—the advantage is in gaining the financial benefits which an egg of good social standing may command, and this is done by a system of segregation which removes the influence of bad company.

In the exhibits are shown right and wrong methods of marketing eggs. Here is shown how the eggs are gathered at irregular periods from questionable places about the farm. Held until there is a convenient opportunity for marketing, they are often taken and traded to the merchant on a first-class basis as fresh produce. Here again they may be held and shipped in damp or musty cases to the wholesaler, where they are candled and a proportionately small number pass the examination.

Result is that the bad eggs influence the whole. Wholesalers pay smaller prices than for dependable shipments and the grocer finding his profits cut must reduce the prices which he pays to the farmer. The farmer who sends in his eggs indiscriminately will probably find that he will eventually be paid for them all on the basis allowed for questionable shipments.

On the other hand is shown how eggs are produced in a well-built poultry-house; how they should be collected regularly and kept in a cool place; how they should be marketed at least twice a week and sent forward to the produce dealer—and then is shown the difference in the number of selects and the higher price which results. The benefits to the farmer who can get select eggs to the market are very material.

By a simple method of candling, and the devices are given free by the Government, the farmer can protect his egg shipment and his egg reputation—which means higher prices. This process takes a comparatively short time and results in eggs of uniform quality going forward upon which the dealers can depend. Grocers are also recommended to candle their eggs as a protection to their trade and the careful housewife will also find one of these candling devices a safeguard against some unpleasant incidents at the breakfast table.

Swift Canadian Company, Limited, has secured permission to increase its capital stock from $1,000,000 to $3,000,000.

Something New Which Grocers Will Sell

DR. JACKSON'S ROMAN MEAL

WIDE-AWAKES, NOTE THE REASONS

1st or FIRST—It is the most nourishing food sold.

2nd or SECOND—This is true because of the formula: 25% deodorized and tasteless flaxseed, 30% whole berries of wheat, 35% whole berries of rye, and 10% prime wheat bran.

3rd or THIRD—On account of its formula it is the most easily digested food sold, because it cannot pack and condense in the digestive tube and it

Positively Will Relieve Constipation, or Money Back

4th or FOURTH—Because it makes porridge that will not turn acid as will oats; the most delicious and digestible pancakes on earth; gems, muffins, bread, puddings and cakes, and all may be eaten hot from the oven without distress.

5th or FIFTH—Because nothing can equal it for feeding children, since it contains all of the dark-blood and tissue-building materials of three richest grains as well as the saline matters which build bone.

6th or SIXTH—*Because doctors of all schools prescribe it.*

Put up in 12 3-lb. Cartons at $2.30 per case to Retailers. Also 36 1-lb. Cartons at $2.80 per case. Quotations to Jobbers. BROKERS WANTED

ROMAN MEAL CO.

Monarch Road **TORONTO, Ont.**

Fish and Oysters

Fish Business Improved With Cooler Weather

Trade is Better, Particularly in Boneless, Prepared and Cured Lines—Halibut Plentiful and Somewhat Cheaper—Toronto Will Get Frozen Halibut Next Week—Fast Days in Quebec Expected To Help Demand.

MONTREAL.

FISH AND OYSTERS.—Trade during past week has been fairly active, and will improve this week owing to the fact that there are two fast days—Friday and Saturday—and because cooler weather is prevailing. All these conditions should have a beneficial effect on the fish trade. Halibut is fairly plentiful, and prices have declined a cent a pound. Fresh B. C. salmon is also arriving. Haddock is scarce owing to stormy weather on the coast, but dealers think themselves able to take care of the demand. The price remains the same—6 cents—which is about as much as will be paid for haddock. Dore and pickerel are scarce, owing to the season having closed in Manitoba. Fresh dore will be scarce from this on, and prices are up a cent. Lake trout is in good supply, but whitefish is scarce.

With the advent of cooler weather, the demand for boneless and prepared fish is better; this applies to pickled and green fish. New turbot has arrived, worth 14.00 bbl., and smelts bringing 12c per lb. Fresh herrings have been exceedingly scarce, none being available for the past week's trade.

TORONTO.

FISH AND OYSTERS.—Cold weather is expected to have an immediate effect on all branches of the fish business and particularly with regard to smoked and cured lines which have been very slow on account of the unusually warm autumn days. Next week frozen halibut will take the place of the fresh caught.

Oyster business has not been brisk, but the change in the weather should have a desirable effect and there should also be a fair trade for Hallowe'en.

FRESH FISH.

	Montreal	Toronto
Halibut, fancy express, per lb.	0 12	0 12
Haddock, fancy, express, lb.	0 06	0 07
Steak cod, fancy, express, lb.	0 08	0 08-0 09
Market cod, per lb.	0 05	....
Flounders, fancy, express, lb.	0 08	0 08
Gaspe salmon	0 14	....
B. C. salmon	0 14	0 14
Chilled salmon	0 15	....
Dressed bullheads, per lb.	0 10	0 10
Whitefish, per lb.	0 12	0 12
Lake trout, per lb.	0 11	0 12
Bluefish, per lb.	0 15	0 12
Herrings, per 100 count	2 00	....
Herring, lb.	....	0 07
Dore, per lb.	0 12	0 12
Mackerel, per lb.	0 10	....
Sea bass, per lb., black	0 14	0 15
Pike, per lb.	0 08	0 06 0 07
Perch, per lb.	0 10	0 06 0 07
Carp	0 09	....
Eels	0 09	0 10
Pickerel	0 11	0 11
Smelts, lb.	0 12	0 12

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.	.07½	.08-.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½	.08-.09
Haddies, fillets, per lb.	.11	.12
Haddies, Niobe, boneless, per lb.	.09	....
Herring, Ciscoe	1.80	.12
St. John boaters, 100 in box	1.00	1.20
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.20	....
Smoked boneless herrings, 10-lb. box	1.20	....
Kippered herrings, selected, 60 in box	1.30	1.25-1.60
Smoked salmon, per lb.	.25	.23
Kippered herrings, ordinary, 60 in box	1.10	1.25
Ciscoe herrings, basket of 15 lbs.	1.75	1.80
Smoked halibut	....	.20

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	....	.12
Red, steel heads, per lb.	.12-.13	.12-.13
Red, sockeyes, per lb.	.10-.11	.11
Red, Cohoes or silvers, lb.	.10	.11
Pale, qualla, dressed, per lb.	.07-.07½	.08½
Pale, qualla, dressed, per lb.	.07-.07½	.09
Halibut, white western, large and medium, per lb.	.07¼-.08	.11
Halibut, eastern chicken and medium, per lb.	.09	....
Mackerel, bloater, per lb.	.07-.08	.09
Haddock, medium and large, lb.	.05½-.06	.07-.08
Market codfish, per lb.	.05-.05½	.07-.08
Steak codfish, per lb.	.06½-.07	.09
Canadian soles, per lb.	.08	....
Blue fish, per lb.	.16-.17	.15
Smelts	....	.07

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.10-.11	.11-.12
White fish, small tullibees, per lb.	.06½-.07	.07
Lake trout, large and medium, lb.	.11-.12	.12
Dore, dress or round, lb.	.09-.10	.09-.10
Pike, dressed and headless, lb.	.06½-.07	.06
Pike, round, per lb.	.06-.06½	.07-.08

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	....
Salmon, Labrador, bbls., 200 lbs.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	7 50	....
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	12 00	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	6 50
Mackerel, N.S., bbls., 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lb.	1 75	....
Herrings, Labrador, bbls.	5 75	6 25
Herrings, Labrador, half bbls.	3 10	3 25
Herrings, Nova Scotia, bbls.	6 00	6 25
Herrings, Nova Scotia, half bbls.	3 10	3 40
Lake trout, half bbls.	....	8 00
Quebec sardines, bbls.	5 00	....
Quebec sardines, half bbls.	2 75	....
Tongues and sounds, per lb.	0 07½	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imp'ted milkers, hf bbls	7 00	....
Holland herrings, imp'ted milkers, kegs.	0 85	0 70—1 00
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs	0 75	0 65-0 95
Lochfyne herrings, box	1 35	....
Turbot, bbl.	14 00	....

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	....
Dried pollock, medium and large, 100 lb.	6 00	....
Dressed or skinless codfish, 100-lb. case.	7 50	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs, per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standards, solid meats, gal.	1 75	1 75
Standards, ordinary, gal.	1 50	1 65
Selects, per gal.	2 00	2 00
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 25	....
Best prawns, imp. gallon	2 00	....
Best shrimps, imp. gallon	2 25	....
Sealed, best standards, quart cans, each	0 50	....
Sealed, best select, quart cans, each	0 60	....

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Oysters, per gal.	1 65	2 10
Cape Cod shell oysters, per bbl.	9 00	....
Malpeque, shell oysters, selected J.A.P., per bbl.	6 00	10 00
Malpeque, shell oysters, C.C.I., bbl.	11 00	....
Clams, per bbl.	6 00	....
Mussels, per bbl.	5 00	....
Live lobsters, medium and large, lb.	0 30	....
Boiled lobsters, medium and large, lb.	0 32	....
Soft shelled crabs, doz.	....	....
Winkles, bush.	....	....
Little Necks, per 100	1 25	....

NEW BRUNSWICK.

FISH.—Local dealers in fish report an excellent business on all kinds of fresh stock, and say the advances in meats are causing more people to eat fish than has ever been the case. The sardine catch has been remarkable this year for high prices, but it is falling off now and buyers are offering only $5.00 a hogshead although factories just across the border are running night and day.

TORONTO FRUIT AND VEGETABLE MARKETS.

(Continued from page 123.)

toes—but the season has already been longer than could be normally expected.

Beets, Canadian, bag	0 65	0 70
Beans, Canadian, basket	0 25	0 35
Cabbage, Canadian, dozen	0 35	0 40
Carrots, bag	0 65	0 70
Cauliflower, doz.	....	0 85
Citrons, doz.	....	0 75
Egg Plant, 11 qt. basket	0 25	0 35
Cucumbers—		
Slicing	....	0 25
Medium pickling sizes	0 35	0 75
Gherkins	0 35	0 50
Celery, California, case	3 50	....
Corn, per doz.	0 10	0 12½
Mushrooms, per lb.	0 60	0 75
Water Cress, 11 qt. basket	....	0 50
Onions—		
Spanish, big crate	3 00	3 15
Can., 75-lb. bags	0 95	1 00
Green peppers, basket	0 35	0 40
Red peppers	....	0 40
Potatoes, Delaware	0 75	0 80
Potatoes, Canadian, bag	0 65	0 75
Parsley, basket, 11-qt.	0 30	0 35
Pumpkins	0 10	0 20
Tomatoes, Canadian, basket	0 20	0 30
Turnips, bag	....	0 50
Sweet potatoes, hamper	1 35	1 50
Squash, Hubbard, doz.	....	0 75
Lettuce, box	....	2 00
Parsnips, Canadian, bag	0 70	0 75
Persimmons, California, crate	....	2 50
Pommegranates, doz.	....	0 75

The Clerks' Page

WHAT IS ZWIEBACK?

Supposing a customer asked you for a package of Zwieback what would you say to her? This was the experience of a salesman in an Ontario store not long ago. Here is what he said: "No madam, we haven't any in just now but we are getting in a shipment soon." The woman promised to call again in the course of a few days.

Now this salesman had never heard the name "Zwieback' before, but not desiring to display ignorance he gave her the above answer, making up his mind that as soon as possible he would find out what it was, and have a stock ready next time the woman called.

This same woman was visiting a friend a short time later and when being treated to tea in the afternoon was given what the trade would commonly call "rusk." "Oh, Zwieback, Zwieback," she exclaimed, "where did you get the Zwieback? I have been trying all over to secure it." She was told that it was purchased at ———'s. "Why," she replied, "when I was in there recently he told me he was getting in a shipment of it; I must call and get some." And that was how this salesman found out what Zwieback was. It should be stated that the woman who asked for it was not a Canadian, but a resident from the United States who was spending the summer at one of our resorts. Zwieback is German for "twice-baked."

THE FIRST CUSTOMER.

If there is one customer that comes into your store that requires more careful attention than any other it is the first-timer. At all times there should be courtesy and prompt attention, but there are little things which the old customer who is well acquainted with the store and the staff will overlook which will make a strong and unfavorable impression upon the man or woman who comes into the store for the first time. They are susceptible to the slightest influence.

Perhaps the stranger may look like an out-of-date farmer, who may be seeking credit until the harvest, perhaps he is a new representative from a wholesale house or manufacturer, perhaps he is a passerby who wants to use the phone or spends a few cents and does not come near the store again—but if he comes to your store for the first time give him the best of your service.

There are few who have not been swung to patronize a store by the service given on the first visit. With a new comer who has no knowledge of the town or city it is ever thus. The man who enters a store for the first time, sees a couple of clerks look at him and then turn their backs and go on packing goods or start an argument as to whose turn it is to go "front" then finds himself waiting uncomfortably for some minutes while the clerk gets ready to come forward to wait on him, is likely to walk out of the store and never come in again. If on the other hand he is received as though he is welcome to the store and as though his business was appreciated he is pretty certain to come back again.

Occasionally it will be found that the smile of welcome is wasted on desert air —that is an element of chance in salesmanship—but if a store is to enlarge its circle of trade one of the most important influences will be the first impression of the prospective customer.

* * *

The Institute of Certificated Grocers in the United Kingdom reported a membership (March 1914) of 1,055 of all classes. During the year 291 members were admitted. The main object of this organization is: "promoting the general advancement of education, technical and otherwise, among the members and those connected with the grocery, provision and allied trades." Over 100 technical classes have been formed and in various ways the efficiency of workers is being promoted.

SERMONS IN BRIEF.

Opportunity is the cream of time.

* * *

Patience is a plaster for all sores.

* * *

Self-praise is no recommendation.

* * *

The sleeping fox catches no poultry.

* * *

One sheep follows another—don't be a sheep.

* * *

Remember that rolling stones gather no moss.

There are none so blind as those who will not see.

* * *

No selling argument is stronger than its weakest part.

THE ENCYCLOPEDIA

THE QUINCE FRUIT.

Quince is a fruit of the apple and pear family, native to Southern Europe and Asia, now cultivated in every temperate climate. It was an article of popular consumption among the ancient Greeks and Romans, and is credited with being the original marmalade fruit. It is in season here from October to December, Western New York supplying the greater part of the American crop.

The tree grows to a height of fifteen or twenty feet, with branches numerous, crooked and distorted; leaves dusky green above and downy on the under side, and flowers similar in shape to apple blossoms, but larger and more open and white or of pale pink tint. The fruit varies in form from round to pear shape and when ripe is of a rich yellow color and of strong odor.

Among the best varieties are the "Apple," "Pear," and "Portugal." The apple, or "orange" quince as some know it, is generally rated as the finest because of the exceptional tenderness of its flesh and the excellence of its flavor.

Large smooth fruits are generally considered the choicest. They require very careful handling, as bruises rapidly develop into dark brown discolorations. If kept stored in a cool, dry place and occasionally wiped off with a dry cloth, they can be kept fresh and good for a considerable length of time.

Quinces are not eaten raw, but they are delicious in the form of jam, jelly and sauce, plain-boiled to eat with sugar, etc. They often share with the apple and the guava the distinction of being the best "jelly" fruits.

The seeds or pips abound in gummy matter which forms, on dilution with water, a mucilage possessing the advantage of not being affected by alcohol or salts of iron.

Quality and Quantity

WILL ALWAYS WIN

That is why our new piece!

NIGHT STICKS

is selling so well.

A big cent's worth of delicious quality Flexible Licorice.

Order from your Wholesaler.

Everything in Licorice for Grocer, Druggist and Confectioner.

National Licorice Company

MONTREAL

The Sherer Grocery Counter

MADE IN CANADA

This splendid grocery counter is in use in hundreds of progressive Canadian stores.

BIGGS BROS. LIKE THEIRS.

Sherer-Gillett Co., Chicago, Ill.

Regina, Sask., Canada, December 1st, 1913.

Dear Sirs:—

We are very well satisfied with your counter; in fact we don't know how we could get along without it now. It is clean, dust-proof, and is well built as good furniture, and we do not hesitate to say that it has paid for itself.

Next year we intend to enlarge our store and we will be in the market for another counter, and it will be a Sherer.

Yours very truly,

BIGGS BROS.,
per Chas. A. Biggs.

Give us—please—the opportunity to tell you some of the many ways in which our counter will increase your net profits. A request for catalog C10 will bring you free information.



PATENT PENDING

SHERER-GILLETT COMPANY

Head Office: Chicago, Ill.

Canadian Office and Factory: Guelph, Ont.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs.	$ 2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 80
No. 10 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 30
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs..	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER

Sizes	Per doz.
Royal—Dime	$ 0 95
" ¼-lb..	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—when packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each 0 03½
500 books to 1,000 books. 0 03
For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN.

	Per case.
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	$2 88
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	3 30
King's Food, 2 doz. to case, weight 95 lbs.	5 20
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 30
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 30

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars.	Per doz.
Strawberry, 1914 pack	$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies	
Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade	
Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35

HIRONDELLE
(SWALLOW)
FABRIQUE MODÈLE
MARQUE DEPOSEE
DE PÂTES ALIMENTAIRES
BRAND

Canadian made, from Canadian-grown wheat

THE ONLY CANADIAN MACARONI

L'ETOILE
(STAR)
BRAND

HIRONDELLE

(Swallow)

"L'Etoile" Brand

Macaroni

Manitoba hard wheat is the finest in the world, containing as it does 4% more protein than any other.

The flour made from this wheat is used exclusively in the manufacture of the Canadian-made Macaroni, *Hirondelle* and *L'Etoile*.

There is now no need to import either Macaroni or wheat for its manufacture. The finest quality of Macaroni is now made in Canada, making a greater home market for her wheat, giving labor to her sons and daughters.

Encourage Home Industry by pushing Hirondelle and L'Etoile Macaroni. Ask your jobber.

C. H. Catelli, Limited
MONTREAL

AGENTS

Tees & Persse, Limited, Winnipeg
C. C. Mann, Toronto





Get behind this fortification

¶ Department of Inland Revenue prosecution guns are loaded and ready for action on those who deliberately or innocently sell foods found to be adulterated under the meaning of the Act.

¶ Are you going to take chances of a severe fine or imprisonment, or both, by dealing in nameless goods, foods that might or might not be pure, foods that do not bear the Government approval — the Government form of Warranty (see schedule 3 of the Adulteration Act, Chapter 133, Revised Statutes)?

¶ Every package of White Swan pure food products are sealed and guaranteed with this Warranty. We are the only firm in Canada doing this.

Demand protection. It's your right. You get it with White Swan goods.

The White Swan Spices and Cereals, Limited

TORONTO, CANADA

Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 00
Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 24 bars per box	0 85

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 30
Navy chocolate, ½'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ½'s	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case.
Eagle Brand, each 4 doz.	$ 6 25
Reindeer Brand, each 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 60
Gold Seal Brand, each 4 doz.	5 60
Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each, 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. tins, 2 doz. to case, weight 35 lbs.	39
1 lb. tins, 4 doz. to case, weight 80 lbs.	38

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb. tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, per lb.	27

Shipping weight, 50 lbs. per case.

MINTO BROS.

MELAGAMA COFFEE.

	Whol.	Retl.
1s, ½s, Grd.	25	30
1s, ½s, B. & G.	32	40
1s only, B. & G.	35	45
1s, ½s, B. & G.	38	50

Packed in 30 and 50-lb. cases. Terms net 30 days prepaid.

(MINTO COFFEE (Bulk)

M Bean or Gr.	38
I Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	28
Spec. Grd. Compound	25

Packed in 25 & 50-lb. tins.

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	$1 15
2 oz. bottles, per doz., weight, 4 lbs.	2 20
2½ oz. bottles, per doz., weight 6 lbs.	2 50
4 oz. bottles, per doz., weight 7 lbs.	4 00
8 oz. bottles, per doz., weight 14 lbs.	7 50
16 oz. bottles, per doz., weight 23 lbs.	14 40
32 oz. bottles, per doz., weight 40 lbs.	28 80
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE

Special Delivered Price for Canada

	Per doz.
½-oz. (4 doz. case) weight 9 lbs., retail each 15c.	$1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each $1.50.	13.00
Pint (1 doz. case), weight 29 lbs., retail each $3.	25 00
Quart (1 doz. case), weight 53 lbs., retail each $5.50.	47 75
Gallons, each, retail each $20	17 15

SILVO

There's Money in SILVO

Its cleaning power on silver is magical. The heavy rubbing necessary with ordinary polishes wears off the plate. With SILVO just a light, brisk rub produces the required results quickly, and with little work. Stock SILVO and you will secure a profitable line that you can recommend with every confidence to your customers.

SILVO brings repeat orders. Write for trial sample and prices.

RECKITTS' (Oversea) Ltd., 122, Wellington Street West, Toronto.



A Line of Merit

Reckitt's Blue is a live line—worthy of every attention, for Reckitt's Blue never varies, and satisfies every customer. Every packet has the same reliable qualities that characterise all goods bearing the name "RECKITT."

RECKITT'S BLUE

Satisfies old customers and brings new business.

RECKITTS' (Oversea) Ltd.,
122, Wellington Street West, TORONTO.

Delicious Goodness



superior quality, choiceness and tenderness are building strong and steady sales for other grocers in

ROWAT'S PICKLES

Why not have them earning dividends for you by getting them on display in your store NOW? Their established reputation will ensure you against a slow turnover.

How many cases will we send you? Write us to-day.

ROWAT & CO.

Glasgow - Scotland

CANADIAN DISTRIBUTORS

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba, and the North-west; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

Continental Grocery Bags

Let the fame of the name be your guide in buying.
REPUTATION is not always "a bubble"—sometimes it is a very beneficial thing—
As witness the reputation (DOMINION WIDE), of the

Continental Grocery Bags

Here are bags whose PRESENT PERFECTION is the cumulative result of constant effort and perfect methods in manufacture. Let this well-won fame decide your choice of Bags, and you will "close the avenue of future regrets."

The Continental Bag & Paper Co., Limited

Manufacturers **Ottawa**

Branches: MONTREAL and TORONTO
Agencies throughout Canada

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¾
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F. O. B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63
	Per jar.
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

VERMICELLI AND MACARONI

C. H. CATELLI CO., LIMITED.

Hirondelle Brand.
Prices for Quebec.

	1 lb. pkgs. loose.
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets; Small Paste Assorted, 30 lbs., cases	7 6½
Egg noodles, case 10 lbs., loose; cases 60 pkgs., ½ lb. each	7½ 7

Marguerite Brand.

Same assortment as above	6½ 6

Catelli Brand.

Vermicelli, Macaroni, Spaghetti, 30 lbs. (loose)	5½
30 lb. cases, 1 lb. pkgs	5½

Terms, Net 30 days.
Ontario.

L'ETOILE (STAR) BRAND.

Freight Prepaid.

1 lb. pkg., 25 cases or more	.07½
1 lb. pkg., less than 25 case lots	.07½
5 lb. box, loose, per lb.	.05½
10 lb. box, loose, per lb.	.05½
21 lb., loose, long, per box	1.50

Terms, net 30 days.

WHITE SWAN LYE

Single Cases, 4 doz.	$3 40
3 case lots, 4 doz.	3 30
5 case lots, 4 doz.	3 20

Shipping weight 50 lbs. per case.

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. $ 0.90
List Price.

JELL-O.

Assorted case, contains 2 doz	1 80

Straight.

Lemon, contains 2 doz.	1 80
Orange, contains 2 doz.	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz.	1 50
Cherry, contains 2 doz.	1 80
Peach, contains 2 doz.	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz	2 50

Straight.

Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap.
Packed 100 bars to case.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

FELS NAPTHA.

Prices—Ontario and Quebec:	
Less than 5 cases	$5 90
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Boxes.	Cents.
Laundry Starches—	
40 lbs., Canada Laundry	.06¼
40 lbs., Boxes Canada white gloss, 1 lb. pkg.	.06¾
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs., No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs No. 1 white	.06¾
200 lbs., bbls., No. 1 white	.06¾
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water) per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch	.06½
(120-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06¾
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07¼
Barrels, 200 lbs.	.06¾
Kegs, 100 lbs.	.06¾
Lily White Gloss—	
1-lb. fancy cartons cases 30 lbs.	.07¾
8 in case	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08¼
Kegs extra large crystals, 100 lbs.	.07¼
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06½
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07¾
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07¾
(20-lb. boxes ¼c higher than 40's.	

ORANGES—
GOLDEN ORANGE BRAND

Folk are accustomed to associate smack of flavor and tempting goodness with this well-known brand. Why?
1. "Golden Orange" is grown in one of the largest and best cultivated groves in the State of California.
2. "Golden Orange" is the highest grade packed and is made up of only Extra Fancy Fruit.
3. "Golden Orange" is always of the same uniformly high quality year in and year out.
4. "Golden Orange," on account of extra care in sorting and packing, is one of the best keeping oranges on the market.

THESE ARE A FEW REASONS WHY THIS BRAND IS BECOMING MORE POPULAR EVERY DAY. COMMENCE THE SEASON BY FEATURING THESE ORANGES.

SOLE AGENTS FOR ONTARIO:

HUGH WALKER & SON

Established 1861

GUELPH AND NORTH BAY

UNCHANGED!

From Coast to Coast the price on

WETHEY'S

CONDENSED MINCE MEAT

is absolutely unchanged.

THERE HAS BEEN NO ADVANCE.

We have protected the trade and ourselves for some time to come.

J. H. Wethey, Limited

ST. CATHARINES, ONTARIO

Fish and Oysters

Cold, Snappy Days Bring the Demand.

Be Prepared

Remember you can't do business without the goods.

A full stock of saleable lines.

Whitco Brand Haddies. In a class by themselves.

Shredded Codfish **Cod Steak**

Labrador Herrings

Fresh and Frozen Halibut, Salmon, Whitefish and Trout

Kippers **Bloaters** **Fillets**

Oysters—Large and clean. Fresh daily.

A trial will convince you of the merits of our goods.

WHITE & CO., Ltd., Toronto

Ever Know —

the choicest oysters the world produces are secured right here in Canada — at Malpecque, P.E.I.

Malpecque Oysters

are admittedly of more pleasing flavor than imported. Received daily at our warehouse, they are immediately shipped to you fresh and full-flavored. And yet, even the choicest, even the best, even MALPECQUES are none too good for your customers.

Being the largest handlers of bulk and shell oysters in the Dominion, we are enabled to supply you on immediate notice. Shall we quote you prices and discounts? Write us to-day.

D. Hatton Co.

Established 1874
Montreal, Que.

Headquarters for Fish

Listen, Mr. Grocer—

Have you got a Fish Department? If you have not, you are overlooking the handling of a line that pays you a margin of 30 to 50 per cent. profit. Here are a few of our specialties that sell themselves if properly displayed:

Finnan Haddies **Haddie Fillets**
Bloaters **Kippers**
Fresh Smoked Gold Eyes
Salt Cod **Salt Herring**
Salt Mackerel
Fresh Bulk Oysters

Will you write us for prices to-day?

The Winnipeg Fish Co., Ltd.

Winnipeg, Man.

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, 50; Chinese Washing Powder, 8 oz., 120 pack., per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, $7.20.

COW BRAND BAKING SODA.

In boxes only.

Packed as follows:

5c packages (96)	$3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 / ½ lb. 60 } Packages, Mixed.	3 30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85
Barrels, 700 lbs.	3¾
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4¼
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	3 00
5-lb. tins, 1 doz. in case	3 35
10-lb. tins, ½-doz. in case	3 25
20-lb. tins, ¼-doz. in case	3 20

(5, 10 and 20-lb. tins have wire handles.)

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	$5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70

DOMOLCO BRAND.

2s, Tins. 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case.	3 55
British Columbia, per case.	2 40

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz. cases, doz.	1 75

H. P.

	Per doz.
H. P. Sauce— Cases of 3 dozen	1 90
H. P. Pickles— Cases of 2 doz. pints	3 25
Cases of 3 doz. ¼-pints	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 15

TEAS.

THE SALADA TEA CO. East of Winnipeg.

	Wholesale.	R't'l.
Brown Label, 1s and ½s	.29	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.35	.45
Red Label, 1s and ½s	.41	.55
Gold Label, ½s	.49	.65
Red-Gold Label, ½s	.55	.80

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's	$2 15
4's	0 85
5's	0 42
7's	0 60
30's, wood	0 08
12-oz. glass jar	1 15
Tumbler, glass	0 95

MARMALADE.

2's, per doz.	$2 30
4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
30's, wood, lb.	0 08¾
12-oz. glass jar, doz.	1 20
Tumbler, glass, doz.	1 00

Prices subject to change without notice.

MINTO BROS., Limited. Toronto.

We pack in 60 and 100-lb. cases. All delivered prices.

MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or ½s	0 29	0 35
Green Label, 1s, ½s, ¼s	0 32	0 40
Blue Label, 1s, ½s, ¼s	0 37	0 50
Yellow Label, 1s, ½s, ¼s	0 42	0 60
Purple Label, ¼s only	0 55	0 80
Gold Label, ¼s only.	0 70	1 00

MINTO TEA.

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs.	1 15

IMPERIAL TOBACCO CO. OF CANADA, LIMITED. EMPIRE BRANCH.

Black Watch, 7s, ½ butts, 9 lbs., boxes 6 lbs.	$0 53
Bobs, 6s and 12s, 12 and 6 lbs.	0 46
Currency, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 46
Stag Bars, 6s, ½ butts, 12 lbs., boxes 6 lbs.	0 45
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 67
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 67
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 67
Shamrock, plug, 7½s, ½ butts, 12 lbs., boxes 6 lbs.	0 57
Empire, 7s and 14s, caddies 15 lbs., ¼ caddies 6 lbs.	0 52
Great West, pouches, 9s	0 67
Forest and Stream, tins, 11s, 2 lb. cartons	0 89

Tartan BRAND
THE SIGN OF PURITY

NEW FALL FRUIT ARRIVING DAILY

New Valencias (In stock)
New Malaga Raisins
New Shelled Almonds
New Currants
New Sultanas
New California Prunes, Apricots, Peaches, Raisins.

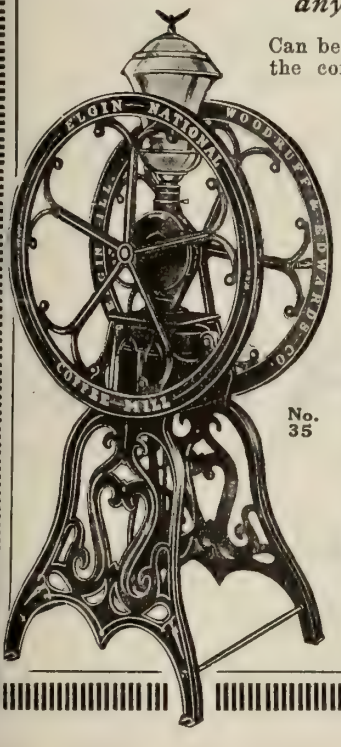
Our travelers have full information, or

'Phone No. 3595, 3596, 3597, 3598, 3800, 748; Night 'Phone, 1807.

BALFOUR, SMYE & CO., Wholesale Grocers **HAMILTON**

THE ELGIN NATIONAL COFFEE MILL

will steel-cut your coffee faster than any other mill of corresponding size



No. 35

Can be instantly adjusted—while running—to steel-cut the coffee just as coarse or fine as your customers desire. No loss of time. No fussing with adjustments while customers wait.

Its perfect past performance, its fast-grinding and easy-running qualities, its simplicity of construction and beauty of finish combine to make the ELGIN NATIONAL the only logical mill for you. In addition to being the most profitable—as regards quick service, long life, and minimizing of repairs—you will find the ELGIN NATIONAL the most reasonably-priced mill you can secure. Just ask one of the following jobbers for catalogue and prices without obligation. Write the nearest representative to-day.



No. 33

Calgary: Campbell, Wilson & Horne, Ltd.; P. D. McLaren, Ltd. **Edmonton:** H. H. Cooper & Co.; The A. Macdonald Co.; Revillon Wholesale, Ltd. **Fernie:** The Western Canada Wholesale Co., Ltd. **Hamilton:** Balfour, Smye & Co.; James Turner & Co.; Macpherson, Glassco & Co.; Walter Woods & Co. **London:** Gorman, Eckert & Co., Ltd. **Montreal:** L. Chaput, Fils & Cie., Ltd.; Minto Bros.; Canadian Fairbanks Co. (and branches). **Moose Jaw:** The Codville Co., Ltd. **Regina:** Campbell, Wilson & Strathdee, Ltd.; H. G. Smith, Ltd. **St. John:** Dearborn & Co.; G. E. Barbour Co., Ltd. **Saskatoon:** Campbell, Wilson & Adams, Ltd.; The Codville Co., Ltd.; North West Specialty Co., Ltd. **Toronto:** Eby-Blain, Ltd.; R. B. Hayhoe & Co.; Minto Bros., Ltd.; Medland Bros., Ltd. **Vancouver:** The W. H. Malkin Co.; Wm. Braid & Co.; Empress Mfg. Co.; Kelly, Douglas & Co. **Winnipeg:** Blue Ribbon, Ltd. (and branches); The Codville Co. (and branches); Walter Woods & Co.

WOODRUFF & EDWARDS CO., *Mfrs.*, **Elgin, Ill., U.S.A.**

JAPAN TEAS

are getting where they should be, first and foremost. As natural green leaf they cannot be beat. They possess a combination of purity, delicacy, cleanliness and characteristic aroma. Prices are right, too.

FURUYA & NISHIMURA

Fresh Pork Sausage

This is the Season for Sausages, and they are the very finest goods on the market. Prices are no higher than last year.

Let us book you up for regular shipments every day by express or as required.

Made under Government inspection.

F. W. Fearman Company LIMITED
HAMILTON

"Made in Canada"

Brooms of Quality

to introduce our

CANADA LINE

Please note the following:

Special Prices

Sample Order Solicited

Fine Polished Colored Handles

No. 1	CANADA,	5 stg.	- -	$4.50
" 2	"	4 "	- -	4.00
" 3	"	4 "	- -	3.75

6-doz. Lots and up delivered (Ontario)

Walter Woods & Co.
HAMILTON

"SHELL" BRAND

("LA COQUILLE")

Genuine Imported French Castile Soap



The Standard of Purity
A Pure Oil Soap

Has the largest sale of any Castile Soap in the Dominion

For sale by all wholesale houses

THIS SOAP IS ESPECIALLY MANUFACTURED BY
Messrs. COURET FRERES, MARSEILLES, FRANCE

For Messrs. ESTRINE & CO.

P. L. MASON & CO., Toronto, General Agents



For Canadians in the fighting line

Messrs. James Pascall, Ltd., the Manufacturers, have made special arrangements to send direct to Canadians serving at the Front, special parcels of Candies, on which they will pay the postage without any extra charge. The following are suitable for posting, and handy for the pocket.

Pascall's Expeditionary Rations

Special Box. Two sizes, 25c and 50c. Filled with sustaining and refreshing Chocolates and Candies.

Acid Drops. Tins or Bottles 25c.

Pine Lozenges. In 5c rolls. Defy the cold and comfort the throat. Also **Peppermint Lozenges.**

Milk or Plain Chocolates. A 1-lb. cake is a solid block of nourishment for 50c.

Chocolate Neapolitans. 25c Cases.

Sailor King Toffee. 25c Tins.

Pascall's pay the postage

Tell every customer this—

"Here is your chance to do something practical for your friends at the Front. It means a lot to the men in the trenches. They will enjoy the change from service rations—and the nourishment and warmth in Pascall's Chocolates and Candies will be worth having now that winter is upon us."

Tell them that—and you will get the order

Forward it to our agents and the parcel will be sent from England, and charged to your account. If the suggested lines are not in stock, send immediately for samples, so that your customers can see what they are giving.

Pascall's

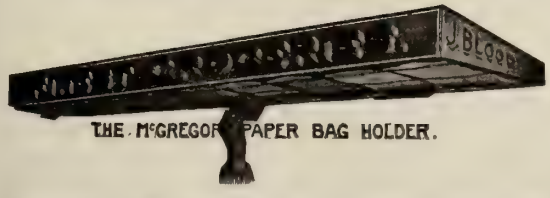
London, England



Representatives for Canada:

Ruttan, Alderson & Lound, Limited, Fort Garry Court, Winnipeg;
C. H. Cole, 33 Front Street East, Toronto;
Angevine & McLaughlin, St. John, N.B.;
Anglo-Canadian Agencies, 414 Duncan Building, Vancouver;
R. G. Ash & Co., St. John's, Newfoundland.

A store convenience — costs little — gives big service



Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or
THE O. P. McGREGOR PAPER CO., LIMITED,
411 Spadina Ave., Toronto.

BAKING POWDER

If you are interested in Baking Powder please ask our best quotations on "Duchess" and "Connaught" brands, packed in one-pound tins.

JAMES HOSSACK & CO.
Manufacturing Chemists
622 ST. PAUL STREET, ∴ ∴ MONTREAL
Baking Powder, Jelly Powders, Essences

Jackson's Real English Camphorated Wax Polish

THE ORIGINAL and GENUINE PREPARATION for producing a beautiful and lasting lustre on STAINED, PARQUET and HARDWOOD FLOORS, FURNITURE, FIXINGS, WOODWORK of every kind and wherever refined and durable polish is desired. Used on LINOLEUM, HARNESS, CAR and CARRIAGE HOODS, BROWN BOOTS, LEGGINGS—and all kinds of LEATHER it gives a BRILLIANT and WATERPROOF POLISH and so nourishes and preserves the material that the durability is greatly increased.

Packed in Patent Double-Lidded, Air-tight Tins.

5 SIZES.

Decorated enamel finish, Yellow, Blue and Black.



NO PAPER LABELS USED.

NO SOILED LABELS.

Will keep fresh and good for any length of time.

MANUFACTURED BY

T. S. JACKSON & SONS, Corner Wharf, Malt St., London, S.E.

Contractors to H.M. ADMIRALTY, WAR OFFICE, CROWN AGENTS to the COLONIES, etc. ESTABLISHED 1852.

Messrs. B. R. HARRISON & CO., 505 Welton Building, VANCOUVER; Messrs. HARRISON, WHITE & BARKER, 439 Lougheed Building, CALGARY; W. B. BATE & CO., 172 King St. West, TORONTO, will furnish PRICE LISTS, SAMPLES, etc., or direct correspondence to JACKSON & SONS' WORKS will receive prompt attention.



Every sip a delight

Your customers will appreciate the superior quality, flavor, strength and aroma of

SYMINGTON'S COFFEE ESSENCE

Regd Trade Mark

So convenient, so economical. Made instantly by simply adding boiling water. No delay, no trouble. A most excellent seller.

THOS. SYMINGTON & CO.
Edinburgh and London

Agents: Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.



Try a bottle of H.P. SAUCE on your own table

You will see why it's selling so freely — there's a "want-more" fascination about H.P. that is crowding the grocer's store all over the world, besides it shows a good profit.
If there is any difficulty in obtaining H.P. Sauce send a post card to our agents.

W. G. Patrick & Co., Limited, Toronto,
R. B. Seeton & Co., Montreal, etc.
The Midland Vinegar Co., Ltd.
Birmingham, Eng.

H.P. SAUCE

Two Months Only To Clear Your Shelves Of Adulterated Maple Products

The new law makes the dealer responsible and imposes a heavy fine for violation of new bill which goes into effect January 1st, 1915. The Bill reads as follows:—

4. The following section is inserted immediately after section 29:—

"29a. No person shall manufacture for sale, keep for sale, or offer or expose for sale, as maple sugar any sugar which is not pure maple sugar, nor as maple syrup any syrup which is not pure maple syrup, and any maple sugar or maple syrup which is not up to the standard prescribed by the Sixth Schedule to this Act, or, if such standard is changed by the Governor in Council, to such standard as the Governor in Council may from time to time prescribe, shall be deemed to be adulterated within the meaning of this Act.

"2. The word "Maple" shall not be used alone or in combination with any other word or words on the label or other mark, illustration or device on a package containing any article of food or on any article of food itself which is or which resembles maple sugar or maple syrup; and no package containing any article of food or any article of food itself which is not pure maple sugar or pure maple syrup, shall be labelled or marked in such a manner as is likely to make persons believe it is maple sugar or maple syrup which is not pure maple sugar or pure maple syrup, and any article of food labelled or marked in violation of this subsection shall be deemed to be adulterated within the meaning of this Act."



HERE IS YOUR PROTECTION



Pride of Canada

We stand back of every ounce of Maple Syrup, Sugar, etc., bearing "Pride of Canada" label. It protects you against the penalty inflicted by the Government as well as dissatisfied patrons. The name "Pride of Canada" holds the guardship of Canada's purest Maple Syrup and Sugar.

Maple Tree Producers' Assoc., Limited

58 Wellington St., Montreal

Agents:- AGENTS:—W. L. Mackenzie & Co., Winnipeg; Oppenheimer Bros., Vancouver; S. H. P. Mackenzie, 32 Church Street, Toronto; Canadian Maple Products Co., Limited, 1 Endell Street, Long Acre, London, W.C., England.

"Cow Brand" success is never doubted



Housewives have absolute confidence in the baking results when they use **Cow Brand Soda.** For Strength, Purity and Reliability it is unsurpassed. It is the surest trade builder and holder. Fill in your stock to-day.

CHURCH and DWIGHT
Limited
Manufacturers
MONTREAL

"Carry-on"

YOU carry-on business by the customers you keep. A buyer who makes one purchase and never comes to your store again does not help to build up your business.

¶ In days of stress and strain "repeaters" are the backbone of any business. Such are:

Ocean Blue
Gipsy Stove Gloss
Linoleo Floor Wax
Glosso Metal Polish
Z O G
(CLEANS PAINT.)

Order from your Wholesaler.

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.
Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia & Yukon: Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.

Cleave's

CELEBRATED
DEVONSHIRE CREAM
Chocolate

A high-grade and up-to-date article, showing an excellent profit and giving increasing satisfaction.

THE CHOCOLATE THE PEOPLE WANT.

Also other new and attractive 5 cent lines.

AGENTS:
MONTREAL—F. Davy & Co., 6 St. Sacrament St.
TORONTO Mason's Ltd., 25 Melinda St.
WINNIPEG—Hamblin & Brereton, Ltd., 149 Notre Dame Ave. E.
VANCOUVER—Hamblin & Brereton, Ltd., 842 Cambie St.

JOHN CLEAVE & SON, LIMITED
CREDITON, DEVON, ENGLAND



THEY ARE CANADA'S BEST

ASK YOUR WHOLESALER

Agents: ROSE & LAFLAMME, Limited
Montreal and Toronto

16700 pounds
of
SCHNEIDER'S SAUSAGES
made last week.

For increasing your provision department sales have your customers try them. Their quality and good taste will do the rest.

Send for particulars and prices. Can ship any day at any time.

"Twelve Varieties"

J. M. SCHNEIDER & SONS
LIMITED
Berlin, Ontario

Apples

We will pack
10,000 barrels
of the celebrated Georgian Bay Apples this Fall. Place your orders early.

LEMON BROS.
Owen Sound, Ontario

NEW
St. Nicholas
Puck
Queen City
Kicking
Messina Lemons
ARE ON THE WAY

J. J. McCABE
Agent
Toronto



In Western Canada Quaker Flour is made at Saskatoon; in Eastern Canada, at Peterborough. One or the other of these plants is splendidly located for your business.

This is an illustration of our Saskatoon Mill—modern in every detail—ready to serve you.

Total Flour Capacity 5,000 Barrels Per Day
Sold the World Over
The Quaker Oats Company

Made by the Manufacturers of
Quaker Oats, Puffed Wheat, Puffed Rice, Etc.
Peterborough, Ont., and Saskatoon, Sask. (624)



Counter Cabinet Style—Closed

The Barr Account Register

is an expert bookkeeper—it saves labor, shows the customer's account posted to the last purchase, makes collections easier and should be installed by every merchant to-day—it spells success.

The Barr Account Register is the most practical Account Register System on the market to-day—it has effectively solved the problem of the quick handling of credit accounts—it has new, exclusive and practical features that are not to be found in any other account system.

The Barr Account Register requires less space—is more convenient and quicker to operate—it is built in two styles—the floor cabinet and the counter cabinet. The Barr Account Register is built to accommodate from 100 to 1,000 accounts. The Barr Register is mechanical skill applied to practical common-sense. Apply the "BARR" to your business.

SPECIAL NOTICE.

The Barr Register is a bona-fide Canadian invention, fully protected by valid patents. There never have been any legal proceedings against above patents, nothwithstanding all competitors' talk to the contrary. We make this announcement as we understand that some merchants have been imposed upon and induced to buy other Account Registers through such talk. (Signed) Barr Registers, Limited.

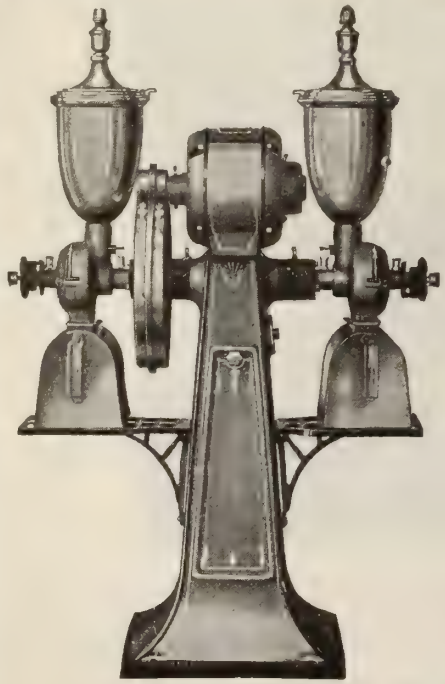
Write to-day for full information.

Barr Registers, Limited

TRENTON, ONTARIO

GREAT BRITAIN—Head Office, Dacre House, 5 Arundel St., Strand, London, W.C.

FACTORY—Birmingham, England.



The HOBART MILL

Science nor genius could offer you no better economizer or profit-producer than the Hobart Coffee Mill. For livening up coffee sales and securing better coffee profits, nothing acts quite so quickly or surely as freshly ground coffee. With the Hobart Mill the coffee retains its full, natural flavor, with the metallic tang entirely absent. Naturally customers prefer coffee ground with the speedy, satisfactory Hobart Mill. Shall we send you descriptive booklet and particulars? :: Write us to-day.

The Hobart Mfg. Co., 105 Church St., Toronto

RYAN BROS., 110 St. James Street, WINNIPEG, Agents for Manitoba, Saskatchewan and Northern Ontario



One Customer Tells Another About

KNOX GELATINE

because its Quality, Ease of Preparation and the Big Value for the Price makes it a pleasure to the housekeeper, so, once you start to push its sale, you will be repaid a hundred-fold by word of mouth advertising, and satisfied customers. It pays to push the sale of standard goods, such as KNOX GELATINE, where the customer is sure to be pleased, and, where you have the assistance of steady advertising to make the sales easy to secure. KNOX GELATINE pays you a splendid profit.

CHAS. B. KNOX & CO.

Johnstown, N.Y.

Probably the best reason why you should sell

CHASE & SANBORN'S

High-Grade Coffees

is because your customers have learned to like and ask for them.

Chase & Sanborn, - Montreal

HIGH-GRADE COFFEES

GOOD FLOUR

versus

Indifferent kinds

ANCHOR BRAND FLOUR

MAKES GOOD BREAD

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

Leitch Brothers' Flour Mills
LIMITED
Oak Lake **Manitoba**

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S.**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.
MANUFACTURERS
HALIFAX, NOVA SCOTIA

Let us help you sell a real money-maker, a live seller

THE KEENLEYSIDE OIL CO.
LONDON. ONTARIO.



"For Mother

7 x 12½ in. Two-Color Show Card with every case

"MATCHLESS" Ammonia Powder
(THE BEST ON THE MARKET)



While this is a comparatively new line, the Keenleyside Oil Co. has been in business for nearly a quarter of a century, and "Matchless" Ammonia Powder is the result of much experience and experimenting. It is proving to be the most efficient cleanser on the market to-day, because it contains a special ingredient unknown to any other.

We have an exceptional proposition—a real money-making offer for you. Don't wait, but find out about it now.

Note the real action in our attractive advertising show-card. It is a sales producer.

Drop a card to-day asking about our selling proposition. It creates customers.

The Keenleyside Oil Company
LONDON, ONTARIO

Tin Cans

Plain or Decorated

Fibre Cans

All Fibre or with Metal Ends

Two Completely Equipped
Factories Well Located to
Serve the Canadian Trade

AMERICAN CAN COMPANY

MONTREAL ∴ HAMILTON







In Merit, in Value,
in Quality——

"Invincible"

One Refrigerator Excels Another—

only as it is more dependable, ensures more even distribution of a given temperature and gives better service at less cost. Judging from the large majority of grocers using it

THE EUREKA REFRIGERATOR

is without a doubt the unquestioned favorite of Canadian grocers and butchers. Why not see them yourself and decide?

Besides keeping a full stock of butchers', grocers', hotel, hospital and home refrigerators on hand at our factory and new show-rooms at 31 Brock Ave., we keep a large staff of expert men who build special Eureka refrigerators to suit any size and shape space.



Twenty-eight years' experience, backed by thousands of satisfied users, is our strongest argument for Eureka. We make refrigerators of all kinds. Every one guaranteed to give perfect service. Call at the new show-rooms, or write for catalog.

Eureka Refrigerator Company
Limited
31 Brock Ave.
TORONTO



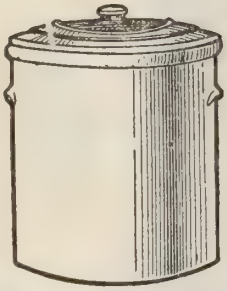
Sound Logic

The logic of 'Camp' is irresistible. 'Camp' is splendid value, is extensively advertised, and pays a good profit. Therefore, there is sound business advantage in stocking 'Camp'

R. Paterson & Sons, Ltd.
Coffee Specialists
Glasgow

'Camp' Coffee

BELLEVILLE POTTERY CO.



STONEWARE
of
Best Quality
and
FIRE CLAY
PRODUCTS

Mail Orders
receive prompt
attention



BELLEVILLE, - - ONTARIO

BEST INCORRODIBLE

TEA LEAD

ALL SUBSTANCES AND SIZES

Grey & Marten, Limited

City Lead Works: Southwark Bridge, London, England

Telegraphic Address: Amalgam, Boroh, London; Code A.B.C., 5th Edition

AGENTS: TORONTO, C. H. Anderson, 50 Front Street East
HALIFAX, Curren, Hart & Co., 45 Bedford Row
ST. JOHN, N.B., S. Norman Sancton

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS Ltd.

Tel. Address: "Laminated," London. LIMEHOUSE
A.B.C. Codes used 4th & 5th Editions LONDON, E., Eng.

Canadian Agents: HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

APPLES

WE OFFER

1,000 Barrels first-class Fall and Winter Apples —all from sprayed orchards.

O. E. Robinson & Co., INGERSOLL ONTARIO



SALT, SALT, SALT,

All SALT and nothing but SALT

———positively not adulterated in any way. The best brine is pumped from our salt wells, after which it is evaporated and dried by the most up-to-the-minute processes, ensuring for your patrons fine, dry, even crystals. **Purity Salt** is the salt for all household purposes. **Purity Salt** should be handled by all quality dealers.

The WESTERN SALT CO., Limited
Courtright, Ontario

FROM COAST TO COAST

You can now obtain fresh supplies of

McVitie & Price's

HIGH-CLASS

BISCUITS

from the following appointed Agents:—

Nova Scotia: C. E. Choat & Co., Halifax, N.S.

Quebec and Ontario: C. H. Cole, 501 Read Buildings, Montreal; C. H. Cole, 33 Front St. East, Toronto.

Manitoba and Saskatchewan: Richards & Brown, Ltd., James Street, Winnipeg.

Alberta: Campbell, Wilson & Horne, Ltd., Calgary; Campbell, Wilson & Horne, Ltd., Lethbridge; Campbell, Wilson & Horne, Ltd., Edmonton.

British Columbia and Yukon: Kelly, Douglas & Co., Ltd., Vancouver; Kelly, Douglas & Co., Ltd., Victoria; Kelly, Douglas & Co., Ltd., New Westminster; Kelly, Douglas & Co., Ltd., Prince Rupert.

General Canadian Representative:
Mr. Sidney Owthwaite, 501 Read Buildings, Montreal.

McVitie & Price, Limited

EDINBURGH and London

Money In Salesmanship

The trained salesman is practically independent. Scores of business houses seek his services.

It should, therefore, be the aim of every young man to qualify himself for a higher position. He can accomplish this in his spare time, just as hundreds have done.

No work so quickly develops poise, self-reliance, ease, ability to grasp situations, instinct to meet the demands of the moment, and the capacity to meet men of their own level, as representing MACLEAN'S.

This work puts you in touch with the prominent men of each town, a connection of inestimable value. We require representatives in nearly every town and center of population in Canada. You can make from $5 to $10 per week in addition to your regular salary. We give you a practical training that is worth consideration.

Write us to-day for particulars.

MACLEAN PUBLISHING CO.

143 University Ave. -:- Toronto, Ont.

A highly nutritious food in concentrated form



BY ROYAL PERMISSION

"King Oscar" Sardines are small, tasty fish, packed in finest quality Olive Oil just a few minutes after leaving their ocean home. The amount of nutrition contained in each tin makes them a very economical and wholesome food—good for any meal.

Sell "King Oscar" Sardines—Your customers will appreciate the quality excellence.

CANADIAN AGENTS

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(J. A. Henderson)

Hamilton, Ontario

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WITH the country-wide advertising which has been done to introduce this world famous cleanser and to keep it before the public, there is no doubt whatever about the value of

Gold Dust

to you in your business. This much-talked-of cleanser, if given the preference in your store, will create and hold business for you which will mark this fall and winter as a period of expansion.

"GOLD DUST" sold in 5c and larger packages, makes an especially attractive line to handle from the profit standpoint. It has the added advantage of having an especially attractive appearance for display purposes.

Now is the time to stock up with "Gold Dust" — House-cleaning Time is "Gold Dust" Time.

The N. K. Fairbank Co., Limited

MONTREAL



"Let the GOLD DUST TWINS do your work"

Despite the high prices prevailing, the Demand and Consumption of

CANNED LOBSTERS

in the Dominion of Canada are increasing annually. The volume of pack is smaller.—Customers insist more and more for reliable brands.

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it is expected that next season some of the best qualities hitherto exported to Germany and other Continental Markets will be available for the Canadian Trade.

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"ENCORE BRAND"

A Standard quality in the Export trade for 35 years

The Product of the Largest Lobster Shippers and Packers in the World

---

A big demand for all classes of Canned Foods is anticipated this Winter. Your stock will not be complete without Canned Lobsters. Ask your Wholesale Grocer for "ENCORE" BRAND.

Buyers' Guide

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Write for samples and quotations.

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Write us for New Price List of
WINDSOR SALT
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

SUCHARD'S COCOA
The Highest Quality
Most Reasonably Priced
"Quality" Cocoa
On Sale Anywhere.
FRANK L. BENEDICT & CO.
Agents Montreal

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EGG FILLERS
FOR 30 DOZEN CASES
FOR ONE DOZEN CARTONS
THE TRENT MFG. CO., LTD.
TRENTON, ONTARIO, CANADA

Cabbage Danish Ballhead Best Winter Keeper
For sale by
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Irish Grocer, Drug, Provision and General Trades' Journal
If you are interested in Irish trade.

HOLLAND RUSK
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Order a case from your jobber to-day.
HOLLAND RUSK COMPANY
HOLLAND, MICH.



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105 Hudson St. New York City

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"QUALITY APPLES"
in Standard Boxes—Wrapped
Graded and packed by experts in our own packing house. Our very low prices this year place this most excellent brand of boxed fruit within the reach of the most modest purse.
All standard winter varieties. Grown in the famous Lambton fruit belt.
Stock our boxed apples this year and guarantee your customers no waste on their winter apples.
Pleased to quote you on any assortment or quantity.
Our prices will surprise you.
Thedford Fruit Growers Assn. (Inc.)
THEDFORD, ONT.

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BRADSTREET'S
Offices Throughout the Civilized World
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Reputation gained by long years of vigorous, conscientious and successful work.
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TORONTO

Supply! Surprise! Satisfy!
Present Customers and make new ones.
VIROGERM
HO-MAYDE BREAD-IMPROVER
will help your customers make more and better bread from the same quantity of flour and yeast.
Equally successful with all yeasts.
Every bread-maker will buy Ho-Mayde Bread-Improver.
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You can talk across the continent for two cents per word with a WANT AD. in this paper

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

MISCELLANEOUS

HAVING A LARGE WAREHOUSE WITH room for storage and an organization with travellers covering all of Canada, are open for one or two agencies that will go with our line, grocery sundries. Apply Box 64, care of Canadian Grocer.

AGENCY WANTED FOR VANCOUVER AND District by an A.1. man. What have you got? Write "Agent", 250 Dunsmuir St., Vancouver, B.C. (259)

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DO YOU WANT TO SELL OR BUY A business? If so, write Moore Bros., Business Brokers, 802 Lumsden Bldg., Toronto, Ont. (2711)

EVERY MERCHANT WHO SEEKS MAXImum efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

WANTED

WANTED—ENERGETIC MAN TO SECURE subscriptions and renewals to Maclean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Ontario.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

WANTED—A POSITION IN GROCERY AS clerk or manager. Am now manager of Grocery Dept. of Best Grocery Store in the Boundary. Address, C. J. Allen, Greenwood, B.C., Can.

FOR SALE

GROCERY STORE TO RENT — OWNER very ill. William Johnston, 184 Christina St., Sarnia, Ont.

THREE LIVE GROCERY STORES FOR sale—in one of the best Western Canadian cities. Each store selling over $60,000 a year, all cash; old established business; will sell together or separately. This is a real snap for a progressive grocer. Owner retiring from retail trade. Reply to Box 65, Canadian Grocer.

PEANUT BUTTER IS CONCENTRATED nourishment. One pound equals three pounds of beefsteak or forty eggs in food value. This great economizer can be retailed at 30c per pound in Canada and supplied by your jobber. Write Bayle Food Products Co., original manufacturers, St. Louis, Mo., U.S.A., in the heart of the peanut country.

GROCERS' COUNTERS AND SHOW CASES at 25% to 50% below regular price to clear stock. Special sale of samples and Exhibition cases from Oct. 1 to 15. All new goods at reduced prices. Call at special sales rooms, 120 Bay St., Toronto, or write for particulars to Jones Bros. Co., Limited. 29-31 Adelaide St. W., Toronto.

GROCERY STORE FOR SALE — EXCELlent proposition. Stock and fixtures about $3,500. Turnover $13,000 to $14,000 yearly. Will sell property with business or rent. Illness reason of selling. Good buy for quick sale. Box 59, Canadian Grocer, Toronto.

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FOR SALE—AN ADVERTISEMENT UNDER this heading would be seen by practically every progressive grocer in the Dominion. This means that it will be read by the very man who is in need of such a coffee mill, cash register, cheese cutter, showcase, etc., that may be standing idle in your store, and which could be turned into money by an outlay of just two cents a word. See our rates above and send your ad. along to-day.

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AGENCIES WANTED

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WANTED—ONE OR TWO GOOD LINES ON a commission basis for Province of Nova Scotia by traveller having first-class connection with druggists, grocers and general store trade. Box 66, Canadian Grocer, Toronto.

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that sell your goods are your silent but profitable salesmen—how much more so when they cost nothing!

Fels-Naptha soap red-and-green cartons with their bright contrasting coloring are probably the handiest, easiest and most attractive decorating device obtainable.



This Is The Flavor

that stands every test of heat or cold. Housewives and confectioners want

MAPLEINE

for lasting and delightful flavor.

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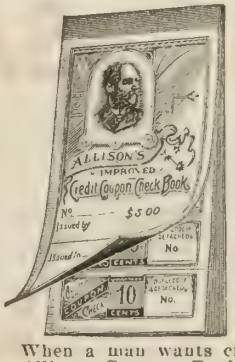
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LONDON . ENGLAND.

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20th Century Retailing DEMANDS the use of

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You can't get away from credit business without driving away trade. And if you don't use **Allison Coupon Books** you are bound to lose some money on credit accounts. Allison Coupon Books make credit business "good as gold."

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When a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No passbooks, no charging, no time wasted, no errors, no disputes.

For Sale Everywhere by Jobbers.

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Indianapolis, Indiana, U.S.A.

SATISFACTION

SIX

Our Stock is complete.

REASONS

We are sole agents for over forty leading brands of Wine, Liquors and Fancy Groceries. Our list furnished with pleasure on demand.

WHY

Forty years of successful business is the result of giving the best quality in every case.

WE CAN

Our prices are cost price with a small margin of profit added.

GIVE YOU

Our efficient staff of salesmen are trained to receive orders by mail, phone or telegraph, and fill them promptly—at time specified. We pay all long distance calls.

SATISFACTION

You are the judge! We settle claims promptly and to your entire satisfaction. We are always ready to admit our mistakes.
Now let's get acquainted and see if we cannot transact business to our mutual benefit.

If you visit us once you'll come again.
We put the proper spirit in our dealings.

Laporte, Martin, Limitée

568 St. Paul St. **Tel. Main 3766** **Montreal**

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Laporte, Martin, Limitée

MONTREAL

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YACHT CLUB
SALAD DRESSING

added to your window displays of Canned Fruits, Vegetables and Fish will prove a sales-maker



¶ As a delicious, appetizing touch to a vegetable, fruit, lobster, shrimp or chicken salad, or as a relish for cold meat, nothing can take the place of Yacht Club Salad Dressing.

¶ Combined with a window or counter display of any of these lines, Yacht Club offers a suggestion to the housewife that results in double sales with good profits.

¶ The fine satisfying flavor and the true wholesomeness of this salad dressing make the preparation of a quick salad an easy matter, with little or no labor.

Recommend Yacht Club
To Your Customers.

W. G. Patrick & Co., Ltd.

Montreal Toronto Winnipeg Vancouver

TILDESLEY & CO., CHICAGO, U.S.A.



Grocery Wall Case Combination X-3

Section No. 41, 6 ft. Section No. 100, 9 ft. X-3 spice, 9 ft. 7 in. No. 100, 9 ft. long. Open No. 40 to order.

Lower case 48 in. high, 18 in. wide top; Shelving 48 in. high; 10 in. wide; Bevel mirror in spice section 32 x 56.

No. 41 for Confectionery or Tobaccos made to order. Sections No. 100 and X-3 stock in white to assemble and finish promptly. Shelving and No. 40 Open Case made to any required length on short notice. Stock sections oak only, mahogany finish, made to order.

"Walker Bins" are air-tight and sanitary, unlike awkward, out-of-date drawers for foodstuffs. They eliminate waste and shrinkage and do away with an assortment of boxes, barrels and baskets on your floor. They will save you 25% of floor space occupied, and pay for themselves in a very short time.



Rear of Standard Grocery Counter

This shows rear equipment to be had in standard counter. Inclosed sliding doors for tobacco, bread or sundry articles, 2 shelves, shelf and paper space, bag holder for ½-lb. to 20-lb. sacks and full-sized sack or barrel bins, or 2 rows medium-sized bins.

Send us floor plan and measurements of your store, and let us show you how we can save you money, and increase your business.

The Walker Bin and Store Fixture Co., Ltd.

BERLIN, ONTARIO

W. CLARK, LIMITED

The People's Choice

The Grocer's Best Seller



Montreal, Canada

FEATURING—CURTAILING OF STREET SELLING

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII PUBLICATION OFFICE: TORONTO, NOVEMBER 6, 1914 No. 45

SPECIALISTS

Do you buy oysters from just any one who happens along or do you look into their ability to serve you with the efficiency essential in a particularly perishable line?

You need oysters most when they are hardest to obtain, that is in the severe cold weather. Do you expect that a house whose interest in the oyster business is necessarily secondary can possibly render the efficiency that could be obtained from a house dealing exclusively in oysters?

There is not in Canada to-day a house treating oysters as a side line that can supply you with a display case that will really lend character to your store. Either "Coast Sealed" or "Sealshipt" oysters stand for more with the consuming public than all other brands in Canada combined.

If you just want any kind of oysters you probably can be satisfied elsewhere, but if you really mean what you say when you advertise to your trade that you carry the best, let us hear from you.

CONNECTICUT OYSTER COMPANY

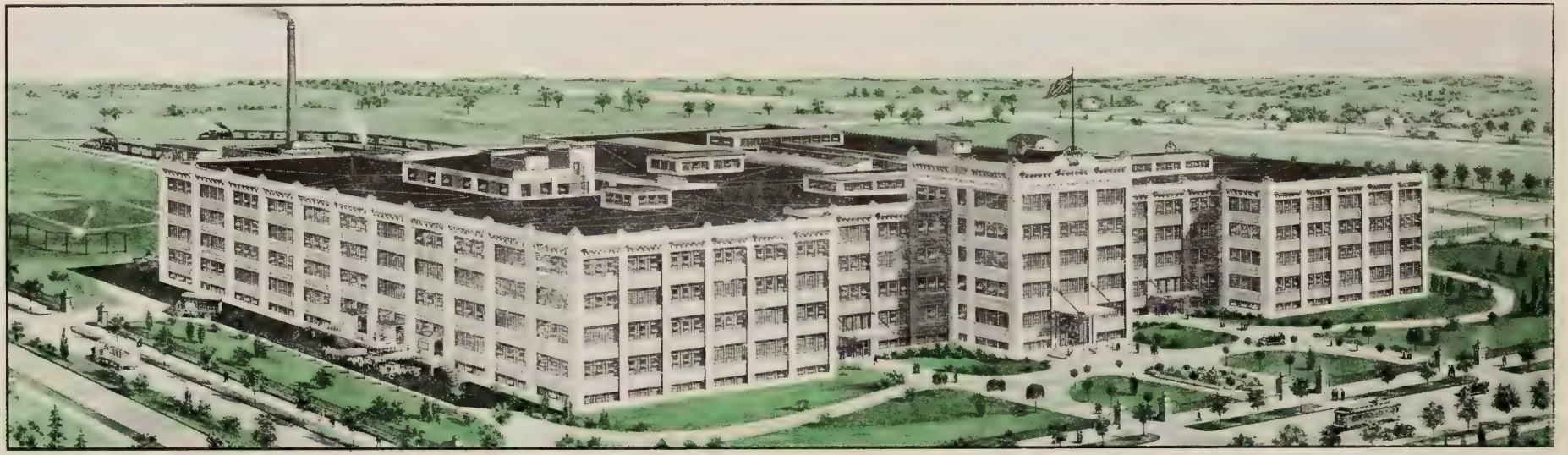
"Canada's Exclusive Oyster House"

50 JARVIS STREET TORONTO, ONT.

McCORMICK'S

New, Snow-White, Sunshine Biscuit and Candy Factory —— Just Completed

LARGEST, MOST MODERN, MOST SANITARY FACTORY OF ITS KIND IN AMERICA



Home of Jersey Cream Sodas and hundreds of varieties of high-class fancy sweet biscuits and candy

THE factory is pure white, both inside and out, finished on the outside with white terra cotta, and on the inside with white enamel and tile.

It is of reinforced concrete construction, absolutely fireproof, with sprinkler system throughout.

The factory is operated entirely by electricity—practically no shafting or belting used, eliminating all danger from accidents, etc.

We have our own private railway switch. Eight carloads can be loaded and unloaded at the same time.

Abundance of light.

Impossible for mice and rats to exist, owing to the construction of the building.

Every accommodation made for employees, such as sunshine dining-rooms, where meals are served at cost, rest rooms, reading rooms, Red Cross department, gymnasium, smoking room, dressing and locker rooms, lawn tennis court, baseball diamond, in fact everything for the accommodation and convenience of the employee.

THE McCORMICK M'F'G CO., LIMITED - - - LONDON, CANADA

Branches—Montreal, Ottawa, Hamilton, Kingston, Winnipeg, Calgary, St. John, N. B., Port Arthur

Do You Only Get Half the Raisin Sales You Should?

THEN you have yourself to thank. Other grocers have found a slight change in their purchasing policy has given them almost a monopoly on the raisin sales of their localities.

One grocer found his sales increased over 58% when he replaced his stock with Griffin & Skelley's Seeded and Seedless Raisins.

Another figured that over 30% of his customers were buying raisins since he introduced the Griffin & Skelley Brands.

Grocers all over the country attest an enviable increase in patronage and sales since Griffin & Skelley's Seeded and Seedless Raisins were displayed.

What the absolute purity, freshness and fine quality of the Griffin & Skelley Brands have done for other grocers they can easily accomplish for you.

Now, at the beginning of the heavy Christmas season, when raisins are in such continual demand, better be sure of getting ALL the sales that should be yours by having the Griffin & Skelley Brands on display. Get your first order through to-day. Your wholesaler is ready to supply you.

ARTHUR P. TIPPET & CO.
Agents - - - Montreal



JAPAN TEAS

FURUYA & NISHIMURA, Montreal



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR
SOLE PACKERS
Halifax, - N.S.

ARCTIC



We have a handsome, sanitary

FISH CASE

which is being installed this Fall by a great many grocers who never before handled fish and who realize that there is good money in them and a big demand grown out of the high prices now asked for fresh meats.

The Arctic Fish Case is easily cleaned, is neat and attractive.

Our range of Arctic refrigerators is the acme of perfection. The Arctic dry cold circulating air system is explained in the catalogue.

Drop a card asking for catalogue.

John Hillock & Co., Limited
TORONTO

AGENTS:—Western Ontario: J. H. Galloway & Co., Hamilton.
Saskatchewan: Western Butchers' Supply Co., Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas St.



More Customers

'Camp' is a magnet for drawing customers in plenty; customers who come and go with regularity, and go away well satisfied; customers whose pleasure in 'Camp' Coffee is good profit for you.

'Camp' Coffee

R. Paterson & Sons Ltd
Coffee Specialists
Glasgow



Let the Distinctive Flavors of E.D.S. Jams and Jellies Bring You Larger Sales

Housewives have come to prefer the delicious E. D. S. Jams and Jellies because of their unusual flavors — unusual because so like to Nature. The fruit used is all private stock, carefully selected, grown in the immediate neighborhood of the factory. By a special treatment with the purest cane sugar these choice fruits are preserved with flavors as near the natural as it is possible to approach. Little wonder housewives prefer E. D. S. Jams and Jellies, even to home preserves. Little wonder other dealers find these Jams and Jellies quick-movers and good trade-builders. You too will captivate your customers and realize heavy and increasing sales once you push E. D. S. Jams and Jellies in your store. Shall we send you a few cases to tell just what a big demand really exists in your locality? Write us to-day how many.

E. D. Smith & Son
Limited
WINONA ONTARIO

AGENTS:

NEWTON A. HILL	Toronto
W. H. DUNN	Montreal
MASON & HICKEY	Winnipeg
R. B. COLWELL	Halifax, N.S.
A. P. ARMSTRONG	Sydney, N.S.













To omit the Borden Line from Your List is to pass a healthy demand and comfortable profit to some more progressive dealer. Better retain them for yourself by getting the Borden Line on display NOW.

Borden Milk Co., Ltd.
"Leaders of Quality"
MONTREAL

Branch Office:
No. 2 Arcade Building
Vancouver, B.C.

WAGSTAFFE

PURE JAMS

This

Strawberry Jam

is De Luxe



Mr. Grocer:

The Wholesale Houses have sufficient of our Strawberry Jam to fill all your orders.

Take delivery as early as you can.

There is a great shortage of Strawberry Jam



Don't Guess

You cannot go on choosing your fancy biscuit stock forever. You must choose the right one some time or quit. CARR'S Biscuits have been chosen by more successful grocers more times than any other make. There must be a reason. *Put in a stock right away.*

CARR & CO. CARLISLE ENGLAND

AGENTS: Wm. H. Dunn, Montreal; Dunn-Hortop, Limited, Toronto; Hamblin & Brereton, Limited, Winnipeg, Man., and Vancouver, B.C.; T. A. McNab & Co., St. John's, Newfoundland.

A GOOD "REPEATER"

YOU can buy "GIPSY" with the comfortable feeling that the sales are always increasing and progressively profitable.

We fix firmly in the memories of Canadian housewives the fact that "GIPSY" is the best Stove Gloss by giving them the best that money can buy.

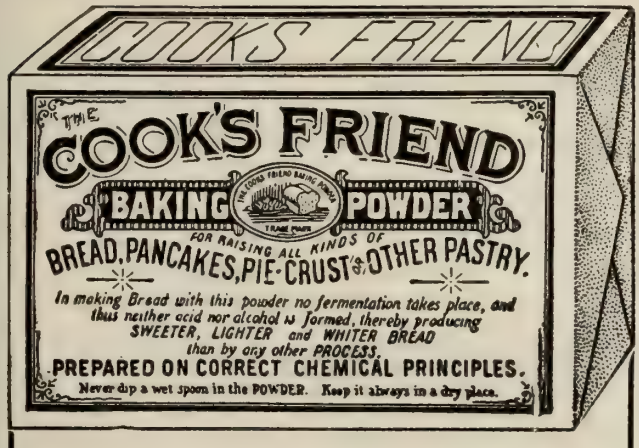
It is this superior value that continually brings new buyers as well as old customers to you if you stock

GIPSY
Stove Gloss

Order from your Wholesaler.

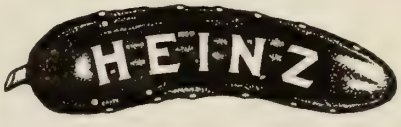
HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia & Yukon: Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.



—the baking powder that for over fifty years has built for thousands of grocers, on the sure foundation of satisfied customers, steady, dependable sales. You could hardly wish for more, could you? Shall we send you a trial order shipment? Write NOW.

W. D. McLaren, Limited
Montreal



Selling or Talking?

YOU know which pays best! You can sell a standard advertised product to ten customers in the time it would require to coax one customer to buy an unknown article. *Heinz 57 Varieties* are shining examples of the selling power of persistent advertising.

Let our Grocers' Service Department help you to quickly turn the demand for our products into easy sales. Ask our salesman what the Heinz Grocers' Service is, or write to us for full particulars.

H. J. HEINZ COMPANY
PURE FOOD PRODUCTS
PITTSBURGH, U. S. A.

Place Your Christmas Window in the Contest

This year *Canadian Grocer* will have as usual a Christmas window competition open to grocers and their clerks. When you have your best window in shape, have it photographed and entered in the race. It may be in the money.

Selling Power, Attractiveness and Originality

will be the basis of judgment. Windows must be trimmed with Christmas goods.

Photographs must be mailed before December 31. See that photographer gets good picture and give description of the window.

The Prizes

Towns and Cities over 10,000 Population		Centres under 10,000 Population	
1st Prize	$5.00	1st Prize	$5.00
2nd "	3.00	2nd "	3.00
3rd "	2.00	3rd "	2.00

The Christmas Ad. Writing Contest

For the best Christmas newspaper advertisement submitted by end of year *Canadian Grocer* will give a prize of $3; to the second best, $2. Clip it from the newspaper and briefly outline your ideas concerning advertising and its selling advantages.

Address:

THE EDITOR, CANADIAN GROCER

143-153 University Avenue

TORONTO

"Canada First"

Evaporated Milk

"From the Cow to the Can"



Originated and *"Made in Canada"*

Evaporated pure milk three times richer in butter-fat than ordinary full-cream milk

Evaporated milk has won its well-merited place as a staple household article. Every housewife recognizes its value and convenience.

YOU have recognized its revenue possibilities by stocking it.

BUT HAVE YOU STOCKED "CANADA FIRST" BRAND? THE BRAND THAT IS MADE IN CANADA BY CANADIAN WORKMEN FROM CANADIAN PRODUCTS?

Give "Canada First" brand first call. It is worthy of your best selling energy and rewards you handsomely. It is pure and wholesome, made under expert supervision in a rigidly sanitary plant. Its quality is absolutely guaranteed.

Push **"Canada First."**

The Aylmer Condensed Milk Co., Ltd.

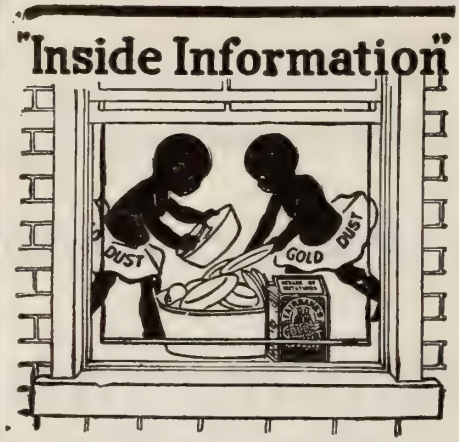
FACTORY:
Aylmer, Ont.

DOMINION CANNERS LIMITED
HAMILTON, CANADA

BUSINESS OFFICES:
Hamilton

THE EVIDENCE of QUALITY

THE NAME "FAIRBANK" MEANS SOAP SURETY



GOLD DUST has always received and is still receiving the benefit of extensive, unique and persistent advertising. Our catch phrase—"LET THE GOLD DUST TWINS DO YOUR WORK"—has been drilled into the minds of women everywhere, and it's easy for you to sell GOLD DUST because every woman knows it means a saving of work for her. Since she can depend on GOLD DUST results, you can depend on GOLD DUST sales.

"Let the Gold Dust Twins do your work."

The N. K. Fairbank Co., Limited
MONTREAL

ANCHOR BRAND FLOUR

GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

Leitch Brothers' Flour Mills
LIMITED
Oak Lake **Manitoba**

Better Dealer Service



The greatly increased demand for

CHINESE STARCH

has made necessary the installation of new and improved machinery that will more than double the present capacity of our plant. This will enable us to make prompt deliveries on all orders and insures a neater package.

Chinese Starch fits in with the

"Made in Canada"

movement, so don't lose sight of the fact, that when pushing this superior brand you not only please your customers but keep the money at home.

OCEAN MILLS, Montreal
Order from any Wholesale Grocer

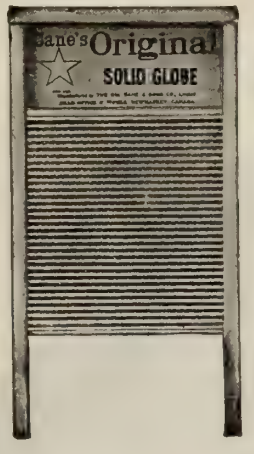
From Clothes-Pins Up

You will find the "Cane" Woodenware perfect in finish and construction.

The years of service and the satisfaction that our lines have given, prove that they are absolutely reliable. Our washboards are made in 12 different styles, they meet every requirement and will prove a profitable line for you to stock.

Write for catalog on Cane's Washday Woodenware, very convenient for reference.

Your wholesaler can supply you.



The Wm. Cane & Sons Co.
LIMITED
Newmarket, Ont.

"SOVEREIGN" SALMON



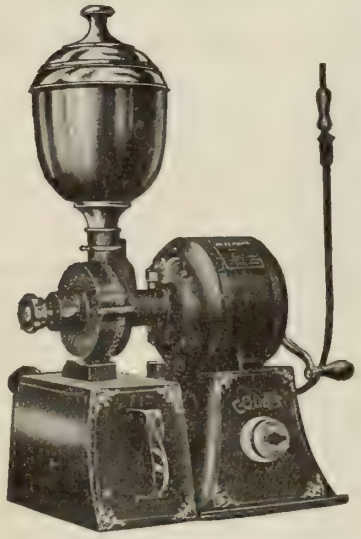
FINEST BRITISH COLUMBIA SOCKEYE

QUALITY IS OUR FIRST CONSIDERATION

PACKED BY
THE ANGLO BRITISH COLUMBIA PACKING CO.
LIMITED
VANCOUVER, B.C.

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL



There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.
1615 North 23rd St. PHILA., PA

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

Tartan BRAND
THE SIGN OF PURITY

NEW FALL FRUIT ARRIVING DAILY

New Valencias (In stock)
New Malaga Raisins
New Shelled Almonds
New Currants
New Sultanas
New California Prunes, Apricots, Peaches, Raisins.

Our travelers have full information, or

'Phone No. 3595, 3596, 3597, 3598, 3800, 748; Night 'Phone, 1807.

BALFOUR, SMYE & CO., Wholesale Grocers **HAMILTON**

No Need to Stop the Mill to Regulate Grinding



Hundreds of grocers every day needlessly suffer time-loss and annoyance by the use of coffee mills that must be stopped time and again before the proper grade of coffee is secured. This is entirely eliminated by the ELGIN—you simply place the beans in the hopper and start grinding. The desired grade is regulated instantly—**while the mill is in motion** — no stopping — no guessing — no loss of time. Just consider what this means to you in the grinding of mixed grades and in the dollars and cents of greater efficiency. Wouldn't it be worth your while to investigate some of the other exclusive advantages of the ELGIN? Write us to-day for full particulars and illustrated booklet.



Woodruff & Edwards Co., Elgin, Ill., U.S.A.

A condensed ad. in this paper will bring results from all parts of Canada : : : :

"BORDO" CHOCOLATES

a delightful, palate-pleasing confection at a price that catches everybody's dimes

Dollar a pound chocolates will, during the period of household and personal economies, be little called for —yet the taste will be hard to satisfy.

Here's your chance to gain a trade that has gone to the high-class confectioner heretofore. Sell "Bordo" Chocolates, for their delightful quality and unique flavor captivates everybody. One flavor, one quality. **Send for a Free Sample box to-day and try them out.**

Packed in 10c. pkgs., ½-lb. boxes and 5-lb. boxes.

60% Profit for you



The Montreal Biscuit Company
The Originators **MONTREAL**



BUY MADE IN CANADA PRODUCTS,

Mr. Grocer, is an excellent maxim to follow now and at all times, but a better still is to buy

The Best Made in Canada

CLARK'S TOMATO KETCHUP

has no superior either in "imported" or "made in Canada" Ketchups, and will prove itself an exceptionally strong seller for you.

Put up in attractive form and guaranteed absolutely pure.

8 oz., 12 oz., 16 oz. Bottles
2 doz. to Case.

Get prices from your jobber, or send us a postcard.



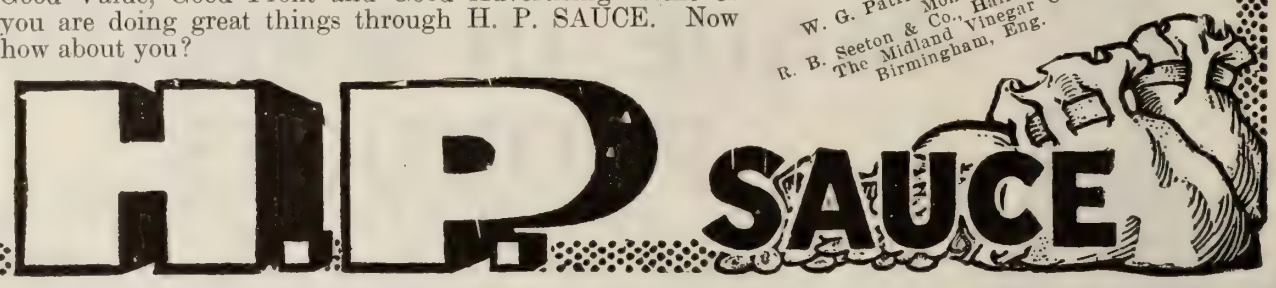
W. Clark, Limited, Montreal

ADVANCE—OR RETIRE ?

There's no standing still in business

It's lines like H. P. SAUCE that make for progress. Good Value, Good Profit and Good Advertising—some of you are doing great things through H. P. SAUCE. Now how about you?

W. G. Patrick & Co., Limited, Toronto,
R. B. Seeton & Co., Montreal, etc.
The Midland Vinegar Co., Halifax, N.S.
Birmingham, Eng. Ltd.



In our Classified Columns on page 59, there is almost sure to be a proposition which will interest you.

You should use our Condensed Ad. page for making your wants known. Whether it be a partner, clerk or salesman required, or a buyer for your business, or if you have bought a cheese-cutter or a showcase, etc., and want to sell your old one, you will find Canadian Grocer's Classified page most productive of replies.



Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

Golden Yellows

This is the season when a large amount of yellow sugar is consumed.

St. Lawrence Golden Yellows

are the finest on the market.

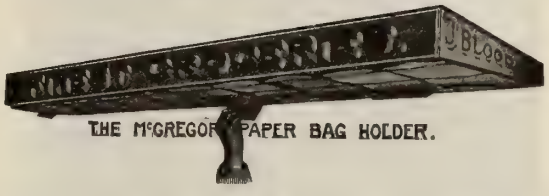
Bee Brand Dealers are Always Busy

This Delicious Dessert meets with heavy demand everywhere

The grocers who handle Bee Brand Jelly Powders never know what it is to slow down on dessert sales, for this deliciously appetizing and dainty dessert meets with unqualified success wherever displayed. Its quality and small cost make it a most attractive seller. Write us to-day for a trial order of this quick-selling line.

FORBES & NADEAU, Montreal, Que.

A store convenience — costs little — gives big service



THE McGREGOR PAPER BAG HOLDER.

Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or

THE O. P. McGREGOR PAPER CO., LIMITED,

411 Spadina Ave., Toronto.

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size, color or stamping

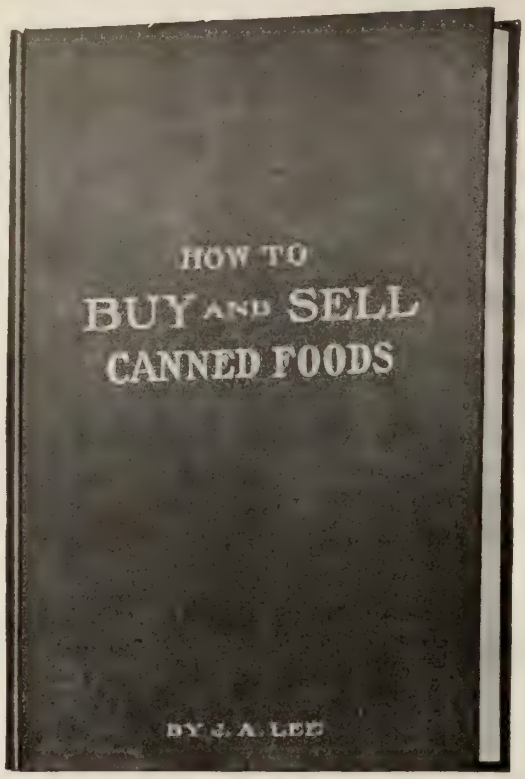
Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use — stating qualities — We will give you BEST QUALITY — BEST DELIVERY — BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road LONDON N., ENGLAND



A Practical Text-Book of the Canning Trade

t was written by a practical man for practical men and intended to help all distributors of canned foods.

INDEX TO CONTENTS

Origin and History of Canned Foods.
How to Regulate Stocks and Purchases.
Apparent and Real Costs.
How to Handle Swells, Leaks and Rusties.
How to Prevent Business Leaks and Stealages.
Buying and Selling Futures in Canned Foods.
Use and Expense of Samples.
Arrangement of Samples in Salesroom.
Employment and Training of Salesmen.
Selling Points Applied to Canned Foods.
A Model Business Organization.
Advantages and Disadvantages of Private Labels.
Advantages and Disadvantages of Packers' Labels.
Window and Counter Displays; Illustrated.
Hard Work and Hard Play.
Established Standards of Quality; for Corn, Peas, Tomatoes and other articles. Also standard sizes and kinds of cans used.

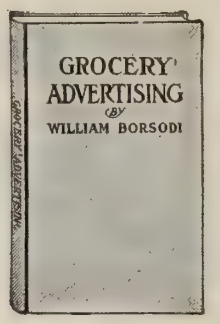
How to Buy, Grade and Sell Canned Apples, Asparagus, Beets, Blackberries, Blueberries, Cherries, Clams, Corn, Crabs, Gooseberries, Hominy, Kraut, Lima Beans, Lobster, Meats, Milk, Okra, Oysters, Peaches, Pears, Peas, Pineapple, Plums, Pork and Beans, Pumpkin, Raspberries, Red Kidney Beans, Salmon, Sardines, Spinach, Squash, Strawberries, Stringless Beans, Succotash, Sweet Potatoes.

This book contains more than 200 pages, is handsomely bound in cloth, printed in neat, clear type, on eggshell finish paper, completely indexed and well illustrated. Price $2.15 per copy, postage paid.

The McLean Publishing Company, Ltd.
Book Department
143-153 University Ave. TORONTO

Grocery Advertising

BY WM. BORSODI



Price Postpaid $2.00

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

BOOK DEPARTMENT
The Maclean Publishing Co., Limited
143-153 University Avenue, Toronto

Money In Salesmanship

The trained salesman is practically independent. Scores of business houses seek his services.

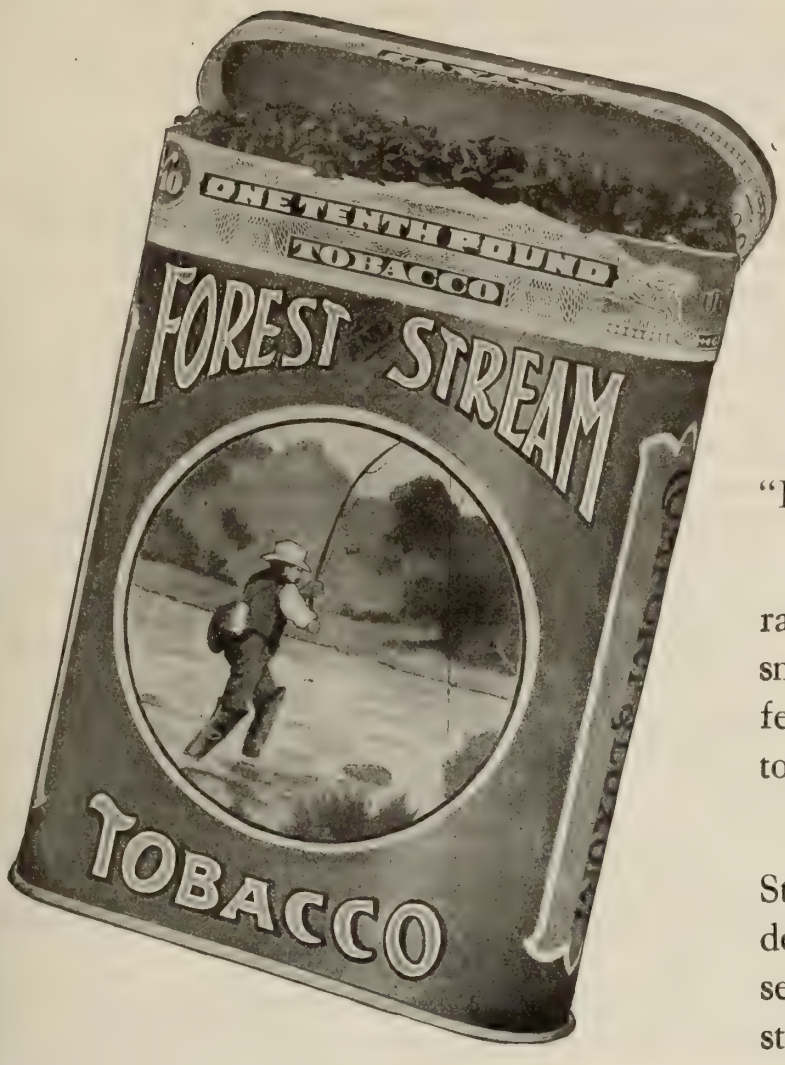
It should, therefore, be the aim of every young man to qualify himself for a higher position. He can accomplish this in his spare time, just as hundreds have done.

No work so quickly develops poise, self-reliance, ease, ability to grasp situations, instinct to meet the demands of the moment, and the capacity to meet men of their own level, as representing MACLEAN'S.

This work puts you in touch with the prominent men of each town, a connection of inestimable value. We require representatives in nearly every town and center of population in Canada. You can make from $5 to $10 per week in addition to your regular salary. We give you a practical training that is worth consideration.

Write us to-day for particulars.

MACLEAN PUBLISHING CO.
143 University Ave. -:- Toronto, Ont.



Say, Mr. Grocer

Have you tried a pipeful of "Forest and Stream" yourself?

Have you enjoyed its mild fragrance — its rich and mellow smoothness—its absolutely perfect quality as an ideal pipe tobacco?

One pipeful of "Forest and Stream" will tell you why this delightful tobacco is such a big seller—and why you ought to stock it and push it.

Your wholesaler has it. Send an order to-day.

FOREST & STREAM TOBACCO

In handy pocket tins to retail at 10c.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Two Good Agencies Wanted for
CITY OF OTTAWA
(best of references.)
Martin M. Walsh
Care Canadian Grocer

MORROW & COMPANY
CEREALS
TORONTO, ... CANADA.
Rolled Oats, Oatmeals, Rolled Wheat, Split Peas, Pot and Pearl Barley, Graham Flour, Buckwheat Flour, Potato Flour, Wheatlets, Cornmeal, Lentils, Beans and Peas, Domestic and Imported; Sal Soda, etc., etc. Write for prices and samples, carloads and less.

We are large buyers of
Evaporated Apples and White Beans
Wire or write us.
W. H. Millman & Sons
Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents and Importers.
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

THE "WANT AD."

The "want ad." has grown from a little used force in business life into one of the great necessities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the small affairs and incidents of daily life.

ONTARIO—Continued.

HENRI DE LEEUW
28 Front Street E. TORONTO
I solicit Agencies of large Canadian Packers, Evaporators, Flour Mills, either for Canada or abroad. Submit me prices and samples. I have large foreign enquiries.

WESTERN PROVINCES.

GEORGE E. MEASAM
Wholesale Grocery Broker
and
Manufacturers' Agent.
Splendid warehouse space. Cold Storage in connection.
P. O. BOX 1721,
Edmonton - - - - - Alberta.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

G. C. WARREN, REGINA SASK.
Importer, Wholesale Broker and Manufacturers' Agent.
Trade Established, 15 years.
Domestic and Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

W. H. Escott Co.,
LIMITED
Wholesale
Grocery Brokers and Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

COCKBURN-NOLAN CO.
Limited
Importers, Brokers and Commission Merchants
Representing Pugsley-Dingman Co., Limited. Canned Foods, Limited.
312-314 Ross Avenue, Winnipeg.

WESTERN PROVINCES—Continued.

H. G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY
IMPORTER & BROKER
Specials just landed:—
CITRIC ACID TARTARIC ACID
OIL OF LEMON SALTPETRE
757-759 Henry Ave. WINNIPEG

Ruttan, Alderson & Lound, Ltd.
Successors to
RUTTAN & CHIPMAN
Commission Brokers
WINNIPEG. MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street, - Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.

QUEBEC.

SPLENDID CONNECTION
Amongst the Jobbers and Retailers.
I am open for a few more agencies, and can handle them to advantage.
Have You a Line of Candy Gross Goods?
The CLAUDE BEAUCHAMP Imports Limited.
223 Commissioners St., Montreal.

Agencies Solicited
For many years have had first-class connection with both retail and wholesale grocery trade.
J. W. Lapointe
458 St. Antoine St. Montreal

When writing advertisers kindly mention having seen the ad. in this paper.

A SPLENDID SLOGAN—

"Business as Usual"

Every business man who strives to the utmost to keep his business going as usual is doing more in aid of his country in this time of stress than he could probably do in any other way.

We can't forget the war;—God forbid that we should—but we can bend all our energies to our daily work instead of worrying about what others are doing or should do.

Ever since war was declared we have been trying to do this. We have not filled the newspapers with interviews that one day said one thing and the next day the opposite — but we have, day by day, been doing our utmost to keep our customers' wants supplied—and have tried to treat them and the public as fairly as we knew how.

BUSINESS IS AS USUAL WITH US—We have to-day in fact a larger staff on our payroll than ever before, and everyone is working full time and getting full pay—

and

RED ROSE TEA

is of the same quality in war time as it was in time of peace.

T. H. Estabrooks Co., Limited
TORONTO

Get Bigger Sales with "Anchor" Caps

"If you want to sell **me,**" says the average grocer, "ensure me absolute purity, freshness, and full flavor with your canned goods. Ensure me against fermentation, leakage, customer dissatisfaction and low sales." And what more forceful argument to meet him with than the ANCHOR VACUUM SEAL? For any grocer is convinced when it is proven he is not taking chances with your product. If you want to realize greater sales for your product, just adopt the ANCHOR CAP.

Shall we send you catalogue and full particulars? Write to-day.

The Anchor Cap and Closure Corporation of Canada, Ltd.

Sudbury St. W., Ft. Dovercourt Rd. **TORONTO, CANADA**



MEET *the* BIGGER DEMAND *with* "BANNER BRAND"

Canadian grocers are going to experience an unprecedented rush on fruit jams during the next few months. The costliness of fresh fruit and soaring price of sugar has made the making of home preserves almost prohibitive. Home larders are either empty or low. And this big gap in the daily consumption of jams must be filled from the grocer's shelves. The experiences of other grocers who have attained singular success with jams and jellies is that for broadest demand, quickest returns, continuous orders, the Banner Brand Line is easily the most superior. Experience it yourself by getting the Banner Brand Line on display. Write our Service Department for attractive window cards and posters, and plans or arrangements for effective window displays. Write NOW.



LINDNERS LIMITED

WINNIPEG 306 Ross Ave. **TORONTO** 340 Dufferin St.

Representatives: H. Whissell, 292S Drolet St., Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Ltd., Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto.

BANNER L&B BRAND

BANNER L&B BRAND

"OUR FRIENDS" and ENEMIES ALIKE

WE HOPE WE HAVEN'T MANY OF THE LATTER

But, in any event, all need "SALADA" to win and hold a successful trade, ———There is nothing theoretical about this statement.
"IT IS A PROVEN LIVING FACT."

No doubt you can hold off a little longer, if so disposed, but, believe us, it's not wisdom, as many alive competitors are simply getting away with sales that might be yours.

Public appreciation finds its best expression in the enormously increased output for 1914.





FRETZ

Quality—



has done more to build up easy sales and steady profits for grocers than any food that could be mentioned. Its moderate price is but another advantage, broadening your field to take in every home in your locality. You'll realize the big profit there is in handling a popular-priced jam once you get Fretz on display. Shall we send a trial shipment?
Write to-day.

Fretz, Limited
HAMILTON, ONT.

AMOS B. GORDON CO., Toronto, Ont.
General Sales Agents
A. A. ADAMS, Agent for Hamilton, Ont.

Don't Hoodwink Yourself With a Poor Refrigerator

Many grocers find it hard to decide just what refrigerators would best suit their business. They all look similar—on the outside. But get inside a Eureka Refrigerator. Study its scientific construction, its principle of cold, dry air circulation, its even atmosphere, its perfect workmanship throughout. Then you'll realize what a broad distinction there is between Eureka and other refrigerators. The very fact that the large majority of grocers and butchers are using Eureka Refrigerators is evidence of their value. If you would like to see the style that would best suit your business just write to-day for free catalogue and prices or call at the show rooms.



Eureka Refrigerator Company
Limited
31 Brock Ave.
TORONTO



The Food for Young and Old

NUTRITIOUS AND HEALTHFUL

Robinson's "Patent" Barley

is especially good for children up to the age of nine months. It is prepared from the finest fully matured barley.

Robinson's "Patent" Groats

a specially prepared food made from the best oats is a great favorite with the older folk and is for children over the age of nine months. These two foods are well known and used extensively by the better trade.

Stock up to-day on Robinson's "Patent" Barley and "Patent" Groats

MAGOR, SON & CO., Limited

403 St. Paul Street, MONTREAL **30 Church Street, TORONTO**

AGENTS FOR THE DOMINION OF CANADA

The Call of the Country

Canadians are demanding "Made in Canada" goods.
The first call, of course, is for goods that are known—advertised brands of "Made in Canada" goods.
Your customers know that

CROWN BRAND CORN SYRUP

is Made in Canada. We've always told them so.
They know that this pure food forms the base of many table treats that cost little to make.
Better stock up well in CROWN BRAND SYRUP to get your share of this business.

The Canada Starch Company, Limited

Makers of the Famous Edwardsburg Brands
Benson's Prepared Corn, Silver Gloss Starch, Lily White Syrup, Etc.

Montreal, Cardinal
Toronto, Brantford
Fort William, Vancouver

CANADIAN GROCER

VOL. XXVIII NOVEMBER 6, 1914 No. 45

Campaigning Against Professional Peddlers

The Old Enemy of the Retailer is Active in all Parts of the Country, and Associations Are Taking Steps to See That Laws Are Enforced—New Legislation Being Demanded in Ontario—Systematizing Charity.

THAT hardy enemy of the rent and tax-paying retailer, the professional peddler, seems to have multiplied in numbers and gained energy in the scope of his operations of late. From all parts of the country there are complaints that hawkers are busy endeavoring to carry their wares to the doors of the people and interfering with the business of the retailer at a time when he needs all the trade that is going if he is to meet existing conditions.

Not only does the retailer demand the support of the public for the reason that he maintains his establishment season in and season out, but it should also be remembered that many are accommodating their customers with credits. This is one of the reasons that the peddler gets business. He appears and sells for cash when there is an account at the store on the corner which is being neglected. There is also the point that the peddler does not have to stand behind the goods like the merchant. He carries some cheap goods which look all right; the sale is made; a few days or weeks after there is a dissatisfaction; the peddler is in another town. On the other hand the merchant sells something which is not as recommended, and he will be the loser thereby.

Merchants' associations in a large number of Canadian towns and cities have been particularly active with regard to these peddlers of late. Demands are being made that legislation be passed compelling the transient dealer to pay a substantial license and that where there are by-laws that they be enforced.

In Ontario the Retail Merchants' Association officers explain that the weakness is with regard to the Provincial legislation and steps are now being taken to have an act passed which will make it possible for something to be done in this direction. Complaints are reaching the secretary from many sections of late that the hawkers are particularly active.

The Retail Grocers' Association members in Montreal are up in arms about the activities of the peddlers who are seeking an extension of privileges. At a meeting a few days ago the retiring president, G. A. Archambault, called attention to the fact that peddlers were unusually numerous in the city and that they were crying their wares through the streets at all hours, although it was contrary to the law for them to do so. He pointed out, too, that a deputation of the peddlers had waited upon the city council asking that a change be made whereby they would be able to employ five or six men under one license.

It was decided at this meeting to wait upon the city controllers to ask them to see that the law governing peddlers be enforced.

Ottawa Grocers to Know.

The Ottawa Retail Grocers' Association have unanimously decided upon a campaign against the peddling and hawking evil. There is no great objection to market gardeners and producers selling their produce on the streets, but with regard to peddlers and hawkers from outside the city who do not pay taxes or license, something will be done if it is possible for the association to do it. At a recent meetng it was decided to get legal advice upon a proper intrepretation of the peddlers' by-law as passed by the police commission.

Another point upon which action is to be taken in Ottawa has reference to stores where groceries and fruits are sold keeping open after the regular hour for closing. It is believed that under the by-law a grocery store must close on time whether fruit only is sold later or not.

At St. John, N.B., where a branch of the Retail Merchants' Association has only recently been formed, and where already considerable progress has been made, it has been decided to take drastic measures to enforce the law against all kinds of fakers and fake schemes that seem to crop up from time to time to defraud the public and the association expresses its readiness to take up any complaints made by any citizen in this regard. A. O. Skinner is president of the association.

The Retail Grocers' Association at London, Ont., have also had the matter of street selling under their attention and at the last regular meeting, at which there was an attendance of some fifty members, President Palmer explained the Peddlers' and Hucksters' by-laws, and told of an interview which a special committee of the association had had with the Mayor and Board of Control regarding this legislation.

The many demands which have been made upon the merchants of Sudbury for charitable purposes, and the seemingly unsystematic and irregular manner in which some of the funds are controlled, has brought a protest from the Retail Merchants' Association. The complaint is made that there is no proper system in connection with the collection, and that business places most easy of access have stood the brunt, while private and other sources, equally able to give, have been overlooked.

The result has been that a motion has been passed by the association that in the future all requests for charity be submitted to the executive of the association. A notice will shortly be held in the stores of all the members of the association to this effect. This does not mean that in future no donations to charity will be made, but rather that the merits of the case will first be passed upon by the executive and the merchants give collectively through the association rather than individually as heretofore.

Retail Advertising as a Daily Business Food

The Appetite of the Average Retail Concern Must be Carefully Studied — An Advertising Contract Plays no More Important Part Than That of a Meal Ticket to a Healthy Man.

Written for Canadian Grocer by Henry Lewis.

AN advertising contract is not advertising any more than a sheet of plate glass is a window display.

There are a lot of merchants in the retail business—and in speaking to the grocery trade I am not going to be so polite as to say that present company is excepted, for it is not—who seem to imagine that when they go to the local newspaper and sign an agreement which for a stated sum gives them so much space in certain stated publications for a stated period, that they advertise. They seem to think that an advertising contract is something in the nature of an insurance policy which gives service so long as the premiums are paid; that if they pay their monthly bills and hang on to the contract that they are doing their duty by the business. It has been so often said and proven that advertising pays that they know it must; therefore, if they spend money for publicity they must be getting the benefit.

Signing a contract is a good start in advertising—that is, if it is a contract based upon careful consideration of essentials. But it will do your business no more good than a meal ticket will benefit the human system if you do not eat regularly. Think of your advertising contract in this meal ticket light—give your business regular stimulant in the way of publicity food. The splurge of signing the contract in itself will be of no benefit later than a Thanksgiving dinner to a hunger on the following 1st of July.

Advertising is like a man's collar—it wants to be changed often. It does not require any great knowledge of the science of advertising to make a forceful advertisement. Every live merchant has ideas upon which business-pulling copy can be prepared. The big idea is not to let the advertisment appear stale. Let it speak of seasonable goods; let it speak often, and if possible, let it speak just a little bit differently.

In assisting the advertising program, a technical knowledge of the art of advertising is, of course, of great assistance. But it does not follow that the average retailer must be an expert on the subject before he goes in for publicity. There are many ways in which helpful knowledge can be secured. The great fundamental is to get the advertiser sufficiently interested in the subject to give it his time and attention. There are suggestions which can be had from the news columns or the advertisements of the trade papers, hints which can be taken from the literature which is sent out by the big manufacturing houses and there is the knowledge of the wide-awake merchant of his own particular trade—this latter can be made a great asset in advertising if used wisely.

But first, in the small store, it is necessary to appreciate what advertising is and what it means; to get the advertiser to figure the value of his space on a daily or weekly basis and not as an annual expenditure when the contract is signed. This interest will sow seeds which will develop, and that develop ment will usually be a very healthy growth.

Suit Program to Business.

There are a number of factors which enter into the newspaper advertising campaign which should have the careful consideration of the merchant before the important step of signing the contract. There are individual features of practically every retail business. There are conditions which relate to the field of almost every store which will be different from a store of the same size in another locality. In relation to the advertising campaign these conditions may be of the highest importance.

It would not be possible to set forth a set of rules to guide the merchant who is planning advertising because of this feature of individuality in practically every retail business.

Deciding Space and Issues.

In the smaller towns where there is only a weekly paper, the matter is comparatively simple. But even here there are factors. There is to be considered the question of what space can be afforded; the position of this space, which may depend on the kind of business and the makeup of the paper; and whether the same space shall be used all the time or whether there will be seasons when it may be advisable to make special efforts. This may be arranged in the contract or it may be left to be worked up afterwards in extra space. This is a point which should have attention, for if the contract is signed for a regular space at a figure which has been set aside for the annual expenditure, then when it comes time for a special effort it will be found that the expenditure must be overrun to carry out the program.

In the city the problem will be found to have many phases—and it is a problem which each must consider indiviually. Where there are several papers there is the question of a morning or evening campaign—it will usually be found that publicity in all cannot be afforded. There will be the problem of a set space or a "splurge" for special days or special events; the problems, too, of city or district circulation, class of readers, position in paper in relation to makeup, and many other details which are important factors in the whole proposition.

Circularizing Problems.

Similarly many of the same factors enter into advertising campaigns of a different character. With circulars there would be the question of the advisability or regularly printed sheets or booklets, or multigraphed letters in imitation of typewriting and properly signed; whether it is advisable to send open or closed envelopes (despite the higher postage the sealed envelope often pays in the effect); whether the campaign should be general or confined to class in relation to the business or special line; whether the address should be that of the male or female head of the family, etc. In relation to the latter it should be remembered that the proportion of buying done by women in practically every line of business is very large and seems to be increasing.

Poster advertising depends much upon design, but there are questions here too of location of boards, size of type, amount of matter, coloring, etc., which are all important.

Make It Different.

Of advertising generally the great modern idea is to make it bright and attractive. People do not go carefully through the advertising columns in search of what the advertiser wants to tell them; the readers see what the advertiser rather forces to their attention. Try to give your copy an individuality. Try to make it different—but not too different, for freak stuff will not bring the most desirable class of trade. Just think for a moment what you yourself see when looking through the newspaper or other publication; you do not see over two or three spaces in the whole which impress—try to make yours one of those that the other fellow will see and read.

Fixtures Good as New After Five Years' Usage

Seven Hundred Dollars Paid at That Time by Cobourg Dealer Has Long Since Become an Investment—A Saving of Time of Two Clerks Effected by Them.

HERE is an answer to the grocer who may have the opinion that the new style store fixtures, while all right in appearance, will not stand up under service—that they are too newfangled to stand the racket. The answer is the interior of the store of W. Burnet, Cobourg, Ont., which, it might be remarked in passing, has one of the handsomest interiors of the town groceries in the province.

Considerably over five years ago Mr. Burnet separated from his bank account the sum of seven hundred dollars—and any grocer will admit that that is a considerable amount—and he handed it over to one of the manufacturers of store fixtures. What he got in return is shown in the photograph and he has never had reason to regret the deal.

For over five years the fixtures have been in use. During that period they have not cost a cent. There have been no repairs, there has been no varnishing; practically all that has been done has been to wipe the dust off them. And to-day in appearance and in condition they are just as good as though they had been installed direct from the factory yesterday.

"I do not think that any grocer who has worked with the dust-proof bin fixtures would ever be satisfied to be without them again," said Mr. Burnet to Canadian Grocer. "They not only improve the appearance of the store, facilitate the handling of goods, but they keep the stock in good condition all the time."

"Where there is a rush of business which would with the old fixtures require the services of seven clerks in a store, I believe that the staff could be reduced to five who could do the same work if these modern fixtures were installed," was another significant statement by Mr. Burnet.

The modern grocer looks upon equipment as an investment, not as an expense.



Interior view of store of W. Burnet, Cobourg, Ont.

How a Bank Manager Drifted Into Groceries

Completely Changed His Attitude Towards the Public—Keeping Tab of Requirements—Slicing Bacon by Studying His Automobile—Never Works During Winter—Sadly in Need of a Want List.

Written for Canadian Grocer by B. C. Walton.

IF he had not been killing flies in the window I do not think we should ever have met, for the exterior of his store was not inviting. It was one of those tall frame structures, situated alone about a mile from the business centre, the windows of which are small, and not adapted to display. On the gable was the store's name, about as long as the business was small. The building might have been made doubly attractive by a single coating of paint, a luxury it had not experienced since its doors were first opened for business.

As I have said, the grocer was running a crusade against flies, armed with a paper club. I argued that if he had time to kill flies, he would have time to listen to me; so I went in. My entry did not help the flies any; without noticing me, he continued to swat them right and left, and it was only when one chose to give him a run for his money that he observed somebody had entered. Dropping his club, he came forward, placed his two hands on the edge of the counter, and leaned towards me in the manner of grocers in picture books.

This article by Mr. Walton has been written from an actual interview with a Canadian dealer. It depicts rather realistically a somewhat rare type of dealer —the man who has given up some other calling and who possesses little initiative to enter upon the intricacies of the grocery business. This is the sort of merchant that drives business to the mail order houses. Being unacquainted with the business he doesn't stock the goods that his customers want and he is therefore not giving the service or fulfilling the duties the nature of his calling demands of him. Neither is he tending to the elevation of the grocery business and is therefore not a desirable man to be associated with the trade. In future issues the counterpart of this man—the live, aggressive dealer—will be depicted.

Only a Breathing Spell.

"Killing many?" I asked. While he smiled, I asked if he had anything that would quench thirst. He pointed to the refrigerator, saying, "Help yourself." I did so, and he went after the flies again, tooth and nail.

He was interrupted by the ringing of the phone. Somebody was asking for Epsom salts. "I'm afraid we are just out of them. Sorry. Good-bye."

"That's something else we must get a little of," he said, addressing the junior and only clerk. Turning to me, he explained:

"I've only been a grocer three months, and it comes hard when I am asked for things I never heard of before."

"How do you manage to explain when customers ask for these things?"

He pulled himself into a ridiculous posture and scratched his head, illustrating his discomfiture under such circumstances.

"Simply say I am sorry, just sold out, and will order it immediately. I know one or two of the boys in the wholesales, and when we are together at night, I ask, 'What in the Sam Hill is nutmeg? Is there any call for it? Well, send me down a small quantity until I see how it goes.'"

The phone rang again. It was corn starch this time. "No," he replied, "we've got some good brands of starch, but no corn starch. We're out of it. Shall I send you some laundry starch. No; well, I'll have the other kind in tomorrow. Good-bye.' Jack, put corn starch down on your list."

He caught me smiling, and demanded an explanation of such uncalled-for hilarity. I assured him that I was not laughing at him, but he insisted on knowing the joke. So I told him the story of the clerk who, on being asked by a customer for a roll of toilet paper, replied 'that he was out of it, but had sand paper, emery paper and sticky fly paper, which were just as good.' He thought that was funny, and laughed heartily.

"What business were you in prior to becoming a grocer?" I asked.

Had Been a Banker.

"Banking," he answered, pulling himself up. "I had charge of a branch in Manitoba. It's so different," he went on. "In those days it was, 'Owing to the present financial condition and the stringency in the money market, we are unable to advance you this money;' or, 'We wish you to clearly understand that this matter must be cleared up on maturity.' Now, when a woman comes into the store with a dirty youngster that insists on poking its fingers into everything in the store, I can feel myself boiling. I hold on to my pants and say, 'Steady there, now; keep cool. You're running a grocery store, not a banking institution.' At first it was hard, but I'm getting used to it. My, but it's wonderful what a change this business has wrought in me—been a complete right about face."

"How came you to go into this business?" was my next question.

"Well, I'd given up banking, and happened to wander in here. I saw this business for sale, and bought it just as it stood. The fellows who were in before me had ruined it; evidently knew nothing about groceries."

My eye caught sight of a rather intricate meat slicer.

"How did you get along at cutting meat when you opened up?"

"No difficulty whatever," was his response. "I've always been somewhat of a mechanic. I've had my motor car to pieces several times, and it runs perfectly."

I could not see how this would assist him in slicing bacon, however.

Remembering the difficulty he had experienced in keeping in touch with various lines, I suggested that he purchase a grocer's manual, but he poohpoohed the suggestion.

"I'm going to California in a couple of months, so that it wouldn't be much use to me. I never work during the winter time," he explained.

Out of Clothes Pins, Too.

I was about to leave when a customer entered and asked for some clothes pins. The banker-grocer climbed on a chair and handed down a packet of brass pins. "We have safety pins, too," were the last words I heard. I was afraid I would explode if I remained longer.

Visions of him asking his wholesale friends "What in the Sam Hill are clothes pins" has caused me to smile many times since, and no doubt others have wondered at such uncalled-for hilarity.

Ignoring the Retail Merchant

WHEN Sir George Foster, Minister of Trade and Commerce decided to advertise Canadian apples for Canadian consumption he ignored the retail trade entirely. This was quite unintentional on his part. Advertising was a new phase of business to him. He called in an advertising agency who told him the proper thing to do was to give them the money and to spend it in the leading daily papers. No effort whatever was made to explain the situation to the retail trade. The result has been that the retailers were placed at a disadvantage as the public were not properly informed. They understood that apples were unusually plentiful this year and could be bought cheap. So they can, but apples of fine quality, such as leading grocers sell cannot be bought from the farmer at low prices. When retailers who give more thought to their reputation and the value they give for the money were asked to sell apples at about $1 a barrel—the price they were led to expect from the advertising—for which they paid the wholesaler or farmer, $2 or $3,, the consumer naturally believed the retailer was robbing him. Right across Canada in consequence the feeling has gone that the retail grocer, who has probably the smallest margin of profit of any dealer in the country, is making enormous profits and is the man responsible for the high cost of living. Letters are pouring in to the newspapers, and some are being published from indignant consumers, who refuse to believe the explanations.

The Canadian Manufacturers decided upon a campaign to urge Canadians to buy Made in Canada goods, and $30,000 is being expended under the direction of another advertising agency. Again, the retail trade are ignored, and so are practically all the important weekly newspapers, and the local weekly paper is as carefully read in the smaller cities, towns and villages, as is the Bible. The manufacturers now complain they are not getting the results they anticipated from their big expenditures.

The theory of the advertising agency is that if an article is strongly advertised the retailer has got to handle it whether he likes it or not, but this has not worked out in practice. The fact is that no article has ever been forced on the retail trade permanently. The average advertising agency is not equipped to deal with the retail trade. They do not understand questions from the retailers' standpoint and advertising agencies that ignore the retail service are not giving intelligent service to their clients. As manufacturers learn more about advertising they realize that the most important factor, an absolutely essential factor, in selling any goods, is the co-operation of the retail trade.

The National Drug and Chemical Co., who are members of the Canadian Manufacturers' Association, are to be congratulated upon coming out strongly on this point. They pay an annual subscription of $70 to the Manufacturers' Association, but announce, in a circular to members, their willingness to appropriate $250 or $500 a year towards a proper advertising campaign, provided that the retail trade is not ignored. In the circular they have sent to members of the Manufacturers' Association they say "to get the full benefit of the newspaper advertising, it is necessary that each manufacturer should make every effort to interest the retailers in the movement, in order to get them not only to use their influence towards educating the public by means of effective window displays of Made-in-Canada goods, but also to get the retailers to really push the sale of goods. Therefore, too much stress cannot be laid * * * * * while at present the public take a faint interest in the Made-in-Canada movement, it would with the retailers' co-operation take a very decided interest in the movement and would be anxious to purchase Made-in-Canada goods." As large advertisers themselves, they say further, "that unless the manufacturers are successful in interesting the retail dealers and getting them to co-operate in the important movement of developing the sale of Made in Canada goods that the money now being expended in the public press will, while creating some slight attention be ultimately lost," and again in the circular they say, "to bring the present movement to a successful issue will require not only enthusiasm but continuous hard work on the part of each manufacturer with the retail dealer."

These two national experiences are of great value in opening the eyes of all manufacturers to the absolute necessity of securing the co-operation of the retail trade in promoting the sale of any article.

Advertising agencies are a very useful adjunct in national selling campaigns. There are some able and brilliant men associated with the agencies in Canada, though unfortunately many of them lack a real experience in, and grasp of, business affairs.

Some of them recognize this and are honest enough to tell the manufacturer frankly they are not equipped to handle campaigns to the retail trade, and advise him that this feature of selling is of chief importance and should be directed by the manufacturer himself or his general sales-manager.

CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED

JOHN BAYNE MACLEAN, President.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

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GREAT BRITAIN—
London—88 Fleet St., E.C.; Telephone Central 12900. E. J. Dodd.

Subscription: Canada, $2.00; United States, $2.50; Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

TORONTO, NOVEMBER 6, 1914

Illegal Coupons and Stamps

THERE are many in the trade who think that any sort of a coupon or stamp scheme may be operated without fear of the law. This is why we see to-day so many merchants carrying on guessing contests where coupons are given illegally. There is no doubt that these schemes are conducted in ignorance of the law, but if an action were to result from it, the plea of ignorance would not likely be sufficient to satisfy a court.

To put the matter in a nutshell, coupons or other devices are not allowed by law when such coupons, etc., are not redeemable at any time. If, for instance, a person who collects coupons given away by a merchant, is not given the option to realize on them at any time, the scheme is illegal. The Trading Stamp Act covers that point. It not only eliminated the trading stamp evil, but it also prohibited a merchant having stamps or coupons of any description redeemable by anyone but himself.

If a dealer is in doubt at any time as to the legality of a certain scheme he should get in touch with the Retail Merchants' Association, or if he writes Canadian Grocer, his inquiry will be promptly dealt with.

Co-operative Misstatements

HERE is an item of considerable interest taken from a Toronto daily paper which reported a meeting of the concern known to fame as the "Householders' Co-operative Stores, Limited":—

> "At a meeting held in Maltby's Hall, the residents of Earlscourt showed that the co-operative idea introduced into this city by the Householders' Co-operative Stores, Limited, along identical lines with that in vogue throughout England and Scotland, fills a long-felt want. The hall was crowded to its capacity, and not a dissenting voice was recorded after the company's future plans had been explained by Mr. W. B. Kenderine. The unanimity of this meeting has already resulted in the company opening another store in its chain, to obtain the fullest benefits of co-operation, at 1255 West St. Clair avenue, near the corner of Dufferin street."

Did the reporter get this or was it handed in by the official scribe? There are a few misstatements in it. In the first place the company is now operating on a vastly different basis from the one started out with. The plan they introduced was no more like the Old Country co-operative system, than it resembled the system of an ordinary merchant. At the outset the promoters collected a fee of $5 from each "member," which their house-to-house canvassers secured, and allowed these members a discount of 20% on daily purchases. This, however, was discovered to be illegal and the tactics had to be changed.

At this meeting was M. Moyer, the organizer of the Retail Merchants' Association in Toronto. He states that when he attempted to show his side of the case he was practically told that the views of no one opposed to the scheme were desired. He further says that in discussing the future one of the promoters suggested that there would be a dividend forthcoming of about 7 per cent. on the stock as well as a dividend of 20 per cent. on goods purchased.

This is the great trouble with these co-operative concerns. In getting in their shareholders they promise things that are beyond realization. If they canvassed for them on a straight-forward business basis, what success would they have?

Buying Tea Afloat

ONE of the interesting features of the tea business as between Canada and India is that purchases can be made on the water. Thus when a consignment is sent to England the bill of lading does not necessarily need to state to which port the cargo is definitely consigned. If the tea is sold while en route to England, then it is immediately transferred to a steamer for the port to which it is to be consigned and considerable expense is saved. The purchase price is therefore controlled by London rather than by the original market.

However, it was found that although there are certain port charges which can be evaded in this way

it was not possible to get around the embargo and all teas coming into London at that time were held whether they had been sold afloat or not. Teas which are shipped in the manner referred to are placed on the London market on their arrival in the event of no sale being made in the meantime.

Mysteries of an Act

AN amendment to the Dominion Inspection and Sale Act which is to go into effect January 1st, 1915, evidently has for its intention the regulation of weights of flour, meal, rolled oats, rolled wheat or feed, and the stamping of that weight upon the container, together with the name and address or the firm name and address of the packer or the person for whom the packing is done.

We were at once interested in finding out whether this applied to small packages of rolled oats as retailed by the average grocer or merely to barrels and half-barrels and bags or sacks. So we sent to the department at Ottawa for a copy of the act of amendment—and now we are no wiser than ever on this point. For instance:

In section 6, "The said Act is amended by inserting the following section after section 164: '164a. Every bag, sack or similar package.' "

This we would take to mean, in the technical phraseology usually employed in such documents, that "similar package" would be similar to bag or sack and not the kind of package that is usually found in the retail trade. But again—

In the same section 164a "....or, where, such bag, sack or other package if packed by or for...."

In this we would take "other package" to have a different technical meaning to "similar package"—at least we would expect something of the sort in a Government document.

This is no criticism of the measure as we understand it—or rather as we try to understand it. The idea of having the weight and the name of the maker put where the public can see it may be all right in some cases; so also may be other provisions regarding labelling, net weight of contents and size of barrels —flour and meal 196 lbs., rolled oats 180 lbs., and rolled wheat 100 lbs. But if these acts and bills are for the benefit of the general public, they should at least be couched in terms which can be understood by others than the oft referred to legal gentleman of Philadelphia.

A Co-operative Method

THE official list of inquiries that reached the High Commissioner for Canada, in London, England, during the week ending October 12, has reached Canadian Grocer. Included in this is the following:

> "A Canadian company operating a chain of co-operative stores in Ontario desire to receive quotations from U.K. manufacturers of pickles, sauces, jams, marmalade, powder jellies, corn starch, biscuits and other packed provisions."

While the name of the concern is not given in the communication the majority of us can make a very good guess to whom it refers. It shows that those wholesalers who befriend these co-operative associations in their infant days can whistle for their trade just as soon as goods can be obtained elsewhere.

Those Butter Regulations

CANADIAN GROCER called the attention of those interested in the butter trade to the legislation which went into effect on the 1st of October regarding the necessity for all butter in packages or wrapped in parchment paper being labelled "Dairy Butter." Another word may not be amiss. This means that no dairy butter can be bought or sold in plain wrappers or unbranded packages. No butter can be bought or sold under brand of separator. The words "Dairy Butter" must appear on the wrapper or package in letters at least a quarter of an inch square. It might again be emphasized also that all butter in prints must be of the full net weight of 16 ounces. The penalty under the act is a fine of from $10 to $30 for each offence.

This new legislation it will be noted applies as well to the person buying as the person selling and therefore effects everybody engaged in all branches of the trade. Grocers will do very well to bring the matter to the attention of any butter makers who may still be bringing in their product in plain wrappings. Whey butter must be so labelled even when mixed with dairy butter and dairy butter retains its "label" though it be mixed with the creamery product.

Editorial Notes

THE SUGAR market is the great guessing contest in the grocery trade.

* * *

GIVING A STRANGER credit before finding out his ability to pay is surely putting the cart before the horse.

* * *

THERE USED TO be an old saying that "two of a trade never agree," but the modern association has changed all that.

* * *

THE MORE THE departments in the grocery store that can be made to pay the better—display is one of the big factors in making them pay.

* * *

A WAR TAX on tea coming into Canada will be no surprise to importers in this country; in fact it was a surprise to many that tea did not go on the list with coffee.

* * *

THE MORE THE dealer places definite responsibility on each of his clerks the better will his business be operated—too many cooks you know spoil the broth.

* * *

IF TURKEY continues her present attitude in support of Germany, many people will decide that they do not—and never did—like figs and Sultana raisins anyway.

* * *

IT IS TO BE hoped that the editorial writer of the Toronto Star does not approach many subjects with that audacity of ignorance which characterized his attack on the grape fruit dealers.

* * *

THERE IS now a back to the land movement and a proposal to ask the Dominion Government for $50,000,000 to aid in placing settlers. All power to the "movement," but such a fund would require careful handling.

Solicitor Gives Full Time to Getting Orders

Oshawa, Ont., Grocer, With a Large Territory, Sends Representative With Horse and Rig to Get Business—Other Opinions on The Subject—Stock is Turned Over Seven Times a Year.

THERE are divided opinions in the grocery trade upon the question of the advisability of going after business or waiting until it comes—but by "waiting until it comes" does not mean the lazy frog policy. There have been opinions expressed strongly both ways on the policy of employing solicitors to make a practice of getting orders. There are those who take the stand that they follow the idea of the wholesaler and the general policy of business that the man with the goods to sell must go after orders; urging that the retailer himself would not place so many orders if he had to go to the wholesaler to make his purchases.

On the other hand there are those who claim that there is such a thing as giving the customer too much service which they do not appreciate; that the money is wasted for the orders would come anyway; that the customer who is asked for his custom—and this appears to be the strongest reason of all—is in the position of being able to ask for extended credit and thus placing the retailer at a disadvantage.

Where Soliciting Is Done.

At this time it is not the idea to go further into the controversy but rather to tell of one grocer who has made a success of the soliciting factor in increasing his business. At least he places that as one of the important factors in building up a hundred thousand dollar trade in his grocery at Oshawa, Ont., and a small branch at Cedardale—and he ought to know something about it. This man is J. S. Kyle, who started into the retail business some fourteen year ago and to-day owns considerable business property and a number of residences and employs a staff of nineteen in handling his business—which in itself should be some inspiration to the hard working grocery man.

In connection with the Kyle grocery there is a solicitor employed to do nothing else but take orders. And there is a horse and buggy for him to drive, which is brought around to the store for him every morning. This means not only the wages of a man but the service of a horse as well, and practically the cost of a vehicle each year.

But it pays, according to Mr. Kyle, and in his opinion the end justifies the means in this connection. However, generally speaking, the fact that Oshawa is a town which is spread over a lot of ground is a factor which should be considered in relation to the proposition.

The Kyle store is not a large establishment. It would be safe to say that there are not many stores of the size in the province which could boast the same turnover. But with an eye to the future the energetic proprietor has secured adjoining property, so that he is in a position to make extensions and there are likely to be changes made in the near future.

The proprietor is a hustler and has little time to waste. There are a number of travelling salesmen who can vouch for this. He usually makes his purchases on Monday from the houses with which he is dealing. The bulk of deliveries are made on Wednesday and on that day he sends his solicitor into the district around the town, so as to give the staff a full chance to handle the new goods as they come in. Otherwise there would be considerable confusion on account of the volume of goods and the comparatively small premises.

Deliveries are made right on the heels of the solicitor, as it were. He reports every couple of hours and the orders are immediately made up and delivered. This applies to all but the last orders which are sent out the first thing the following morning. Four delivery wagons are used.

Turnover Seven Times Annually.

It might be mentioned in referring to the big turnover of this store that the stock is not heavy. It averages about $15,000 and on this amount there is a total volume of business of about $100,000 annually. This is a turnover of about seven times on the stock investment.

Mr. Kyle believes in keeping track of the records of his clerks and his bookkeeper keeps note of the sales made by the different salespeople, and these figures are made to total with the figures of the clerks themselves, thus maintaining a means of balancing the day's business.

HUDSON BAY FISHERIES.

Government Reports Promising for Development of the Industry in the North.

The Naval Service department of the Dominion Government has been investigating conditions in Hudson and James Bays with regard to the development of the fishing industry there. Three expeditions were sent into these northern waters last summer. The party which went to the east coast of James Bay found conditions north of the east Maine river excellent for establishing a white fish fishery. Fullibee, or lake herring, are also to be got in great quantities by gill nets, and the establishment of a canning industry might be feasible. Speckled trout of large size are also found, as many as 40 trout, averaging 2½ pounds, having been caught with a small net. The Indians stated that large quantities of cod, weighing as high as 20 to 25 pounds, can be obtained in February and March. Sturgeon are caught in nearly all the southern rivers, and information from the Indians led to the belief that inland, in the numerous lakes and rivers which will be tapped by the N. T. R., fisheries of the most valuable of all can fish will be found to be most profitable.

MONTREAL RETAILERS.

Annual Meeting of Grocers Held and New Officers Elected.

At the annual meeting of the grocers' branch of the Montreal Retail Merchants' Association, a resolution was passed asking the city officials to enforce the law regarding pedlars. One hundred and fifty dollars was donated for one bed in the Canadian Hospital in Paris and $10 each for four other hospitals.

J. A. Beaudry, provincial secretary of the association, read two letters—one from J. W. Ross, of the Canadian Patriotic Fund, thanking the association for their gift of two hundred dollars, and the other from the secretary of the Montreal Housewives' Association asking the officers to receive a delegation of the members of the league, who wish to discuss with the association the price of certain foodstuffs.

J. A. Boileau reported to the meeting that certain foreign dealers are getting special prices from some of the breweries in the city, and it was resolved to investigate the circumstances.

The election of officers for the coming year resulted as follows:—President, Pierre Filion; first vice-president, O. Champagne; second vice-president, J. E. Sansregret; secretary, O. Fournier; treasurer, G. A. Archambault; auditor, J. D. Boileau.

The Clerk as a Factor in Sales and Buying Records

Simple Methods Employed in Stores at Oshawa and Cobourg by Which Sales People Assist the Office in Making Monthly Records From Daily Reports and the Buyer in Keeping in Touch With State of Stocks.

By Staff Correspondent.

THE modern merchant who keeps abreast of the times recognizes the more important part which is being played in business every day by the establishment of business systems. He cannot but appreciate the advantages of recorded knowledge of what is going on in his store. But he is brought face to face with the problem of applying these modern methods to his own needs.

In the retail stores of the average Ontario town, what would appear a trifling expense to the large city establishment looms as very important relative to the turnover and profits. The merchant who seeks to systematize his business must consider what it is going to cost. Any thing which is so elaborate as to mean the employment of additional help is not likely to meet with favor; the benefits may be material, but they might easily be outweighed by the expense.

What the average town merchant is seeking is not so much a system which will give him more information about his business at additional cost as to simplify the methods of getting at essentials. The system referred to here appears to be one which is simple and practical, and it has been used to good advantage by Scougale Brothers in their store at Colborne, Ont., and and in the new establishment of Scougales which occupies the old Clarke store in Cobourg, Ont.

The Scougale system was particularly designed for a store doing a general business with the farming community and taking produce in exchange for merchandise, but it can be successfully adapted to other conditions by the elimination of certain columns; in fact, being used and, because this is only a straight dry goods business, certain columns are ignored.

The idea upon which the system is based is keeping record of transactions through the clerks—not only is there a record of what the different clerks are showing in the way of sales, but from the statements prepared there is a general record of the business of the store from which a monthly merchandise statement can be compiled.

Clerk Makes Daily Report.

The system is worked through the different salespeople making daily reports. These reports can be made in a very brief space of time. An idea of the report forms is given in connection. They are just slips about four by five inches on cheap paper, and are filled in from the counter books of the clerks to show the cash sales, amount paid on account, amount paid out for goods which may be returned, amount of sales charged to account, goods let out on approval and returned; also where desired there is a record of produce taken and goods given on account thereof.

Monthly Report Compiled.

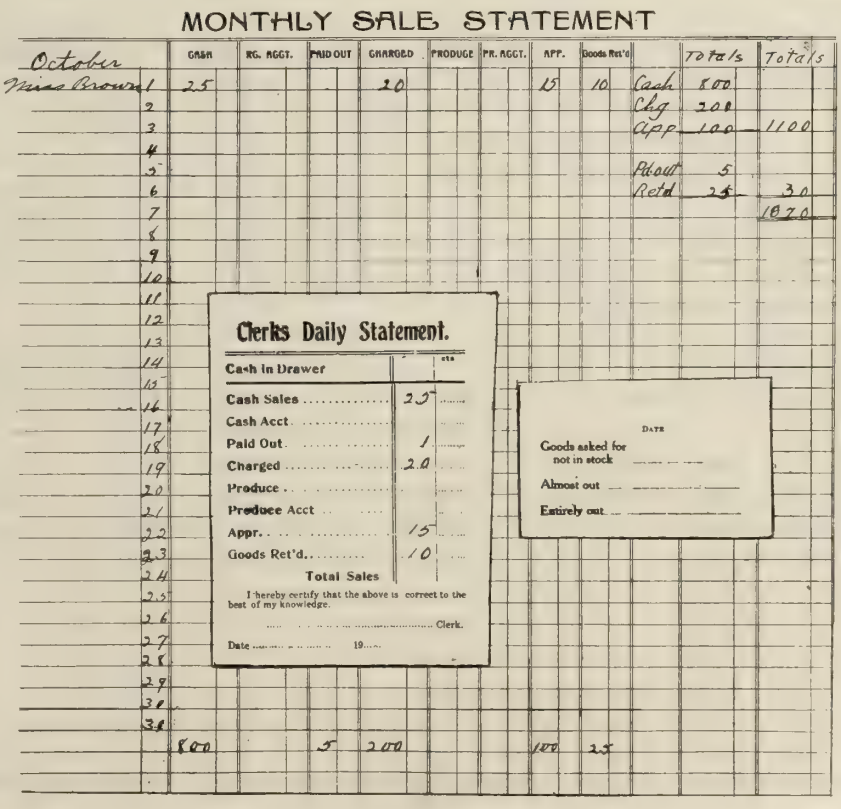
From these daily reports there is a monthly statement compiled giving the daily records of each clerk. The sheet shown has a line for each day of the month. One day's entries are made in accordance with the transactions of the clerk, as shown on the daily report sent in. At the end of the month the debits and credits are totaled and the difference shows the sales record of the clerk for the period covered. A general statement can then be prepared for the whole store.

This system will be found of great benefit to the merchant who gives his business close personal attention rather than departmentalising—and in many cases the extent of the turnover does not warrant the latter. It has the advantage of giving a complete record of sales, and this by reduction of profits figured on a fair basis will give stock turned over and its relation to the stock on hand at the first of the month. By keeping track of sales throughout the year and of stock purchases made there is a pretty safe gauge for judging the volume of business being done.

Memos for the Buyer.

In the store of Miller & Sons, Oshawa, Ont., there is a simple method employed by which the salespeople aid in buying. This is another establishment where the different departments are not handled separately except that an individual check is kept upon the ready-to-wear section. Geo. Miller, the manager of the store, does his buying by keeping closely in touch with his stocks, and in this he has secured the co-operation of the clerks by a very simple system.

Each clerk carries a small pad of memos upon which buying needs can be recorded. Here there is a note made of a line that has been sold out, of a line that is running short, or of goods which may be asked for and which are not in stock. One of these memorandum blanks is shown.



The Losing Side of the Mail Order Trading

Farmer Tells How by Sending Away for His Goods the Value of His Farm Depreciated $5,600 in Nine Years Because He and Others Were Not Alive to the Necessity of Building up the Home Town.

HANS Garbus, a German farmer, of Iowa, has discovered that the benefits which appear on the surface as attaching to the mail order plan sometimes spell disaster and has written a very interesting story of his views in a certain farm paper. Here is a part of his story:

"We farmers need awakening to the fact that we have unmistakably reached the period where we must think and plan. I am one of the slow German farmers that had to be shown, and I am now giving my experience that others may profit, for knowledge is more expensive now than ten years ago.

"Twenty-nine years ago I began my farm career. I had an old team and $50. Our furniture was mostly home-made—chairs, cupboard and lounge made from dry goods boxes, neatly covered with ten-cent cretonne by my girl wife. We rented eighty acres. Being a boy of good habits I got all needed machinery and groceries of our home merchants on credit, until fall crops were sold. The first year was a wet season and I did not make enough to pay creditors. I went to each on date of promise and explained conditions, paying as much as possible, and they all carried the balance over another year. They continued to accommodate me until I was able to buy a forty-acre piece of my own.

"As soon as I owned these few acres the mail order houses began sending me catalogues, and gradually I began sending my loose change to them, letting my accounts stand in my home town where I had gotten my accommodation when I needed it.

"We then had one of the thriftiest little villages in the State—good line of business in all the branches, merchants who were willing to help an honest fellow over a bad year, and a town full of people who came twice a week to trade and visit. Our little country town supported a library, high school, band, ball team, and we had big celebrations every year.

"A farm near a live town soon doubles in value. I sold my forty acres at a big advance and bought an eighty, gradually adding to it until I had 200 acres of the best land in Iowa. I then felt no need of asking favors, and found it easy to patronize the mail order agents that came almost weekly to our door. I regret to say that I was the first in the country to make up a neighborhood bill and send it to a mail order house. Though we got bitten every once in a while, we got in the habit of sending away for stuff.

"Gradually our merchants lessened their stock of goods—for lack of patronage. Finally we began to realize that when we needed a bolt quickly for machinery, or clothing for sickness or death, we had to wait and send away for it, which wasn't so pleasant. One by one our merchants moved to places where they were appreciated, and men of less energy moved in. Gradually our town has gone down; our business houses are "tacky" in appearance, a number are empty, our schools, churches and walks are going down; we have no band, no library nor ball team. There is no business done in the town, and therefore no taxes to keep things up. Hotel is closed for lack of travel. Go down to the depot when the freight pulls in and you will see the sequel in mail order packages.

"Nine years ago my farm was worth $195 an acre; to-day I'd have a hard matter to sell it at $167 an acre. It is 'too far from a live town'—so every farmer has said that wants to buy. He wants a place near schools and churches, where his children can have advantages. I have awakened to the fact that in helping to pull the town down, it has cost me $5,600 in nine years."

Getting the Upper Hand in the Credit Game

Story of a Village Merchant Who Depicts Some of the Bad Features Resulting from Keen Competition—How Others Watch Credits Closely—The Time and Money Limit Method.

A PAPER was read at a meeting of prominent business men on the subject of credits. In the course of the remarks made by the reader of it, it was stated that the credit man in a wholesale or manufacturing house had just as great a duty to perform in getting in the money as the finest salesman connected with the establishment has in getting business.

Every dealer knows how true that is in the light of his own experiences. What does it avail a man selling his entire stock in a day if he does not get the money for it sooner or later? Bankruptcy! Failure! As sure as the night follows the day ruin must stare that merchant in the face who sells for credit and makes no attempt to limit the purchases of customers or collect his money from them.

The very fact that human nature is so inconsistent makes it absolutely necessary that different merchants employ different methods in watching credits and in collecting accounts.

In fact, most dealers have to employ different methods on different customers, else they would be losing good accounts and good customers. But as one grocer remarked to the writer the other day: "It is far better to refuse unlimited credit to a customer of questionable character in the first place than to have to collect a long bill later on."

Two Duties to Perform.

Every dealer's work in this respect is divided into two parts! They might be termed Preventive Measures and Collection Methods. Preventive Measures are those he devises to forestall all credits, which, if allowed to run any length of time, would become losses. The Collection Methods are those employed to get in the money of every class of credit customer—the delinquent, the slow-pay, and those who are on a time or money limit.

After this prelude, the actual ideas and methods of retail dealers themselves will prove beneficial.

A Pessimistic Tale.

In discussing the question with a merchant in a village down in Nova Scotia, one of the tragedies of business that is so often run across was mentioned. That is the part that keen competition for custom plays in the matter of credit extension. "Our credit system in this village is bad," stated the man. "Competition is sharp and keen, and consequently in going after trade we all take too great risks, and, therefore, we lose a great deal." There you have pretty much the whole trouble in a nutshell. "We all take too great risks." This merchant continues: "I have no doubt that in my 40 years' experience I have lost at the lowest calculation from $20,000 to $25,000—and all the merchants lose in the same way. We barely make a living. The mail order houses of Upper Canada are the curse of all these places—the people send their cash to them and make the merchant do without perhaps for ever."

But in most small town and country places the question of watching accounts and credit customers becomes an easy matter, because everyone is so well known. Here is one instance: "I live in a country place and know most everybody personally, but whenever I do get up against a stranger I use every precaution. I find out his standing, and deal with him accordingly."—Edmund S. Estabrooks, general merchant, Coldstream, Carleton County, N.B.

Church & Ross, merchants in Fruitland, Ont., point out that whenever some one applies for credit the date of payment is always arranged at the time and the matter of the source of income is gone into. The latter helps them to decide the extent of the credit, while the former gives them a cue as to the exact time the account should be collected.

Time and Money Limit.

The plan of placing both a time and a money limit on credit applicants is becoming more popular every day. A grocer gave his reasons for this course as follows:—"When you nail a customer down to a time and money limit, you have him two ways. When the time is up, you can always remind him of his indebtedness to you without incurring his disfavor. If he is scheduled to pay every Saturday night you have him solid. Should he miss the payment, even forever, you lose only the minimum amount—the one week's bill. At the same time, if you have him also by a money limit, he cannot become reckless during the week and run up a bill which would be beyond his power to settle at the end of the week. So you see you have him both ways, and if you stick to your guns every time, losses in bad debts are going to be pretty small at the end of the year.

GIVE SERVICE ONLY WHERE DUE.

There is a thought here for every dealer who has doubts about the necessity of carrying a large staff and who also is anxious to eliminate waste service in delivery:—

"We have only one girl in our store, (general) all the other work being done by our two selves. We had a clerk at $13.50 a week but on figuring up we concluded that we would be better off without him even if we did four or five thousand dollars a year less business. There has been no decrease in business, however.

"We are giving only what is reasonable in delivery service. We find that our best customers are not the most exacting or unreasonable in their demands for prompt delivery. We also note that some people who give nearly all their trade to mail order houses have been getting service that they have no right to expect under such circumstances, and we have simply made up our minds that their trade does not pay us, so prefer to give our best services to people who deal at home."

A GOOD FISH BUSINESS.

It was on a Thursday afternoon when a Canadian Grocer representative was shown through the store and cellar of the Frank H. Taylor grocery establishment in Niagara Falls, Ont. Fish is one of the important and profitable sidelines. At the back door—it being a comparatively warm day in October—there was a display of fresh fish in a large clean box covered with a lid. "A hundred and seventy-five pounds of fish came in on Tuesday night," explained a staff member near, "and you can see there are not much more than 25 or 30 pounds remaining."

The Taylor store makes a feature of fish. In the basement they have a good sized tank close to a water tap. When a new stock arrives the fish are carefully washed there before being placed on display. In winter large quantities are sold. The method is by display. In the store front, illustrated on another page of this issue, is a permanent silent salesman butting onto the sidewalk. In this the fish are displayed throughout the season on neatly arranged platters, giving every inducement to the customer to use fish on the menu frequently. It was explained that in this large show case the fish are subjected so much to change from the mild and colder weather and they are always on display.

A big trade is also done in oysters every autumn and winter.

Provisions of the Trading Stamp Act of 1905

The Legal and Illegal Ways of Giving Coupons, Cash Receipts, etc., to Customers—Samples of Each Shown—Many Merchants Unconsciously Adopt Coupon Systems Which Are Not Within the Law.

IN 1905 there was passed by the House of Commons what was commonly known as the Trading Stamp Act. This was really an amendment to the Criminal Code of 1892, respecting trading stamps, coupons, etc., and was brought about by the efforts of the Retail Merchants' Association at that time.

To-day there are many merchants in Canada breaking the law in regard to this matter. They are, of course, doing this unknowingly, and whenever they are shown why they are doing something illegal, they change their methods.

Legal and Illegal Coupons.

On the opposite page is printed the full text of the 1905 amendment and on this page are four coupons which have been given away by Canadian merchants, two of which come within the law and two of which are illegal.

The Act as presented on the next page is couched in terms of the law, and like all the works of lawyers, is not readily understandable with a casual reading. We shall, therefore, go into the principal clauses affecting the merchant in an attempt to bring out the exact meaning.

It will be noted in sub-section (a) that the expression "trading stamps," includes any form of receipt, coupon, premium ticket or other device given by the merchant to the customer, and which represents a discount on the price of goods bought or a premium given to the customer.

Redeemable At Any Time.

As is shown farther down in the Act on line 24 a coupon is NOT legal;

(1) When it does not show upon its face the place of its delivery;

(2) When it does not show the MERCHANTABLE VALUE thereof; and

(3) When it is not redeemable AT ANY TIME.

Canadian Grocer has recently been requested a number of times to reprint an article on the Trading Stamp Act from an issue of several months ago, setting forth the legality or otherwise of various schemes which are used from time to time in the matter of giving coupons, etc. This article is reprinted herewith and on the opposite page is the text of the Act itself.

The third is probably the most important of the three, because it is the one on which the law is broken most frequently.

It shows that in order to come within the law the coupon, receipt, etc., must be redeemable AT ANY TIME—not when $20 or $30 worth are secured; not when five or ten blue or red tickets have been secured; not when the merchant wishes, but NOW or AT ANY TIME the customer wishes.

By glancing at the four samples of coupons and cash receipts herewith, it will be seen that the two on the left comply with the law, but the two on the right do not.

The Trading Check of Poole & Co. is redeemable by them at its FACE value (1c.) and not when several of these checks have been secured.

The cash register receipt of the Barnsdale Trading Co. is legal because it is redeemable in cash AT ANY TIME for 1 per cent. of 5 cents. There is no scheme whatever in connection with these two. The customer knows their exact value; she knows at once how much each is worth, and that she can now get its value on the premises.

When Law is Broken.

But with the other two coupons it is different. A customer must have $30 worth of the first before they are redeemable. She must have five blue tickets or twenty red ones in the second case before she is entitled to a twenty-five cent article.

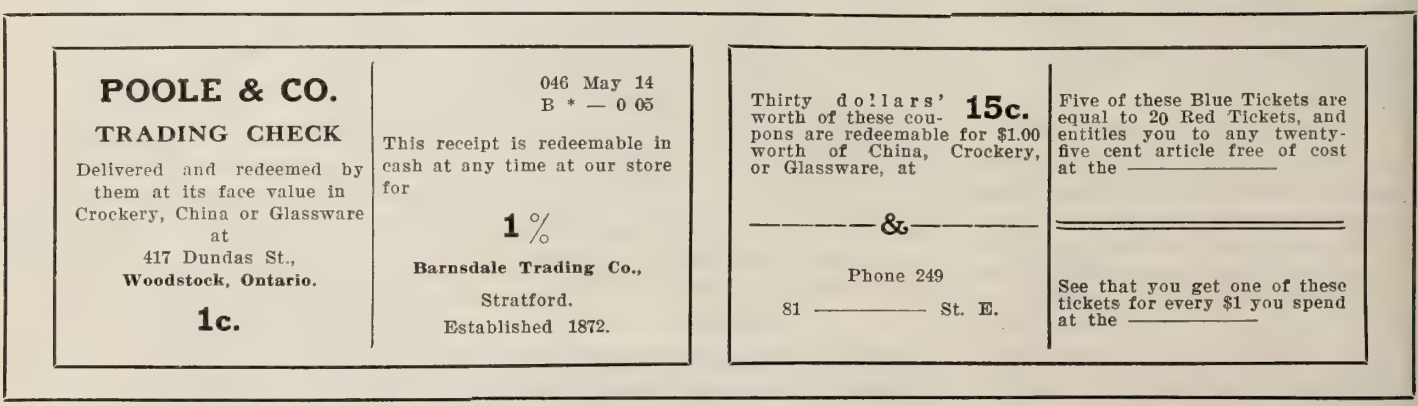
It should also be borne in mind that the merchantable value of each receipt or coupon must be shown.

The Punishment.

The paragraph beginning with line 36 deals with the manufacture of trading stamps, whereas the following paragraphs (part 3) refers especially to the merchant. Anyone infringing on the regulations of the Act is liable to a six months' imprisonment, and to a fine not exceeding $200. Part 4 refers to the customer who accepts the illegal coupon or trading stamp.

It would, therefore, appear that any merchant conducting a contest where a coupon or other device is given away, and which is not redeemable for its face value at any time, is not within the law, unless the contest is entirely free. If a customer has to purchase a certain quantity of goods to secure the guess, the contest is not legal.

The idea of the whole Act is to prevent schemes whereby the public thinks it is getting something for nothing when it is really paying indirectly for whatever may be secured.



The two coupons above come within the law because they are redeemable at any time at stated amount.

Because these two coupons are not redeemable at the wish of the customer and for no stated amount they are illegal.

PASSED BY HOUSE OF COMMONS, 1905.

BILL NO. 196.

An Act in amendment of the Criminal Code, 1892.

HIS Majesty, by and with the advice and consent of the Senate and House of Commons of Canada, enacts as follows:

1. *The Criminal Code,* 1892, is amended by inserting the following sections immediately after section 525: 1892, c 29, new sections, respecting trading stamps.

"526a. In this section—

"(a) The expression "trading stamps" includes, besides trading stamps commonly so called, any form of cash receipt, receipt, coupon, premium ticket or other device, designed or intended to be given to the purchaser of goods by the vendor thereof (or his employee or agent) and to represent a discount on the price of such goods or a premium to the purchaser thereof, which is redeemable either.

"(i) by any person other than the vendor, or the person from whom he purchased the goods, or the manufacturer of the goods, or

"(ii) by the vendor, or the person from whom he purchased the goods (or the manufacturer of the goods) or in cash or goods not his property, or not his exclusive property, or

"(iii) by the vendor elsewhere than in the premises where such goods are purchased. or which does not show upon its face the place of its delivery and the merchantable value thereof, or is not redeemable at any time; but an offer, printed or marked by the manufacturer upon any wrapper, box, or receptacle in which the goods are sold, of a premium or reward for the return of such wrapper, box, or receptacle is not a trading stamp within the meaning of this section;

"(b) The expression "goods" means anything which is merchandise or the subject of trade or manufacture;

"(c) The expression "every one", "vendor", "purchaser", "merchant", "agent" or "person" includes any partnership, or company or body corporate.

"2. Every one is guilty of an indictable offence and liable to one year's imprisonment, and to a fine not exceeding five hundred dollars, who, by himself or his employee or agent, directly or indirectly, issues, gives, sells or otherwise disposes of, or offers to issue, give, sell or otherwise dispose of trading stamps to a merchant or dealer in goods for use in his business.

"3. Every one is guilty of an indictable offence and liable to six months' imprisonment, and to a fine not exceeding two hundred dollars, who, being a merchant or dealer in goods, by himself or his employees or agent, directly or indirectly, give or in any way disposes of, or offers to give or in any way dispose of trading stamps to a purchaser from him of any such goods.

"4. Every one is guilty of an offence and liable on summary conviction, to a fine not exceeding twenty dollars, who, being a purchaser of goods from a merchant or dealer in goods, directly or indirectly receives or takes trading stamps from the vendor of such goods or his employee or agent."

"526b. Any executive officer of a corporation or company guilty of an offence under subsection 2 or subsection 3 of the next preceding section who in any way aids or abets in or counsels or procures the commission of such offence, is quilty of an indictable offence and liable to the punishment stated in the said subsections respectively."

2. This Act shall not apply to any trading stamp issued by a manufacturer or vendor before the first day of November, one thousand nine hundred and five. Exemption.

Current News

Quebec and Maritime Provinces.

The death took place at Sydney, N.S., of M. H. McDonald, grocer.

Andrew Malcolm, wholesale grocer, of St. John, N.B., died recently.

C. H. Dougall, Ltd., dealer in canned goods, has registered at Montreal.

A branch of the Dominion Retail Merchants' Association has been organized at St. John, N.B.

The Cairo cigarette factory, Dufferin Square, Montreal, was damaged considerably by a fire last Saturday.

W. A. Daly, Stanstead, Que., has moved his store into a new location in the old post office block, and is up-to-date in every respect.

H. Laporte, president of Laporte, Martin, Ltd., Montreal, has been in New York for a month, and is expected back on Monday.

H. Casavant, of Ascot, Que., has purchased the property of H. Lalumiere, on Pleasant Street, Cooksville, Que., and will operate a bakery.

George Miller, of the Kent Farmers' Produce Co., Ltd., Blenheim, Ont., a prominent dealer in dried vegetables, was in Montreal this week.

T. Furuya, of the Japanese tea firm of Furuya & Nishimura, has arrived in New York from the East, and is expected to visit the Canadian trade.

F. G. Roy, general merchant, Scotstown, Que., has offered his store to the Scotstown Patriotic Society for a sale, the net profits to go to the Belgian sufferers.

John Wilford Simmons, St. John, N.B., representative of T. H. Estabrooke Co., Ltd., was recently married to Christina, daughter of Simon Martin, East St. John.

Lt.-Col. Louis Raymond Baker, formerly one of the largest general merchants in Beauharnois, Que., died at his home in Montreal on Monday night, Oct. 26th.

The Montreal Board of Trade is issuing a warning to Canadian business houses against a campaign carried on by certain German forwarding companies to secure Canadian trade.

Arthur Bates, manager of the poultry department of the Gunn, Langlois Co., Ltd., Montreal, was on an extended trip through Ontario this week, visiting markets in the country.

LT.-COL GUNN TO THE FRONT.

President of Big Packing Firm Forsakes Business Interests to Serve His Country.

The command of the regiment now being formed in Montreal to go forward with the second Canadian contingent will be taken by Lt.-Col. John A. Gunn, president of Gunns, Limited, the well-known packers. Lt.-Col. Gunn made the announcement at a recent meeting of the shareholders of the firm, who, while feeling keenly the personal loss to the company, were unanimously of the opinion that the company should be prepared to make the sacrifice of his important services in view of the great issues that



Lt.-Col. John A. Gunn.

are now at stake in Europe. He was congratulated on his promotion, and was unanimously re-elected to the position of president.

Lt.-Col. Gunn is a native of Toronto, and was a resident of that city until he assumed personal charge of the company's interests in Montreal some twelve years ago.

The shareholders of the company will be consoled that in the company's loss is the country's gain. Lt.-Col, Gunn goes to a glorious service, and Canadian Grocer joins in wishing him a splendid campaign and safe return.

The British steamer Jacona, with a cargo of fruit and nuts, on which the Canadian trade is waiting, reached Halifax on Sunday. She sailed from Patras, Greece, on September 27, and called at Denia, Tarragona, Malaga and Cadiz, Spain.

The death occurred very suddenly at St. John's, Nfld., of Eric Coen, who for a number of years has been traveling on the West Coast for the Standard Soap Company. He was one of St. John's most prominent young men.

The Inland Revenue Department is sending circular letters to wholesale grocers throughout the Dominion, advising them in regard to the new law, which goes into effect January 1, 1915, regarding the standard of purity required by maple products, and is asking the wholesalers to act as intermediaries in distributing these to the retailers.

The largest block in Digby, N.S., owned by H. T. Warne, grocer, in the ground floor of which are located his store and several others, was badly damaged by fire on Friday, October 30. Mr. Warne's stock escaped with little injury.

On Saturday night, October 31, being Hallowe'en, two men placed an explosive on the steps leading into the store of J. B. Tetrault, grocer and hardware merchant, Sweetsburg, Que., which exploded, throwing a lady customer to the ground. She was rushed to the hospital.

The death occurred at Sussex, N.B., of Murray Heustis, a member of the board of directors of the Sussex Mercantile Co. At Waterford Mr. Heustis was in business for some years with the late Andrew McAfee; prior to that he was a resident of Fredericton. On moving to Sussex he took a position with James True & Co., and later became a member of the firm of Mills Bros & Heustis, which was later amalgamated with the Sussex Mercantile Co.

Edward Donohoe, senior member of the well-known grocery firm of E. Donohoe & Son, Halifax, N.S., is dead. Deceased came to Canada from Ireland when a boy, and has been in the grocery business ever since. He took a deep interest in the sealing fisheries in the Pacific and the South Seas, and was prominent in connection with the whaling company which was organized in British Columbia.

Woodman & Co., who for a number of years have been conducting a successful general business in Alberton, P.E.I., have recently sold out to M. M. Foley. James Murphy, who so successfully acted as manager for the old firm, will continue in the new business.

Ontario.

F. Watson succeeds Samuel Black, grocer, Toronto.

Ira Stork, general merchant, Mono Mills, Ont., died recently.

O. E. Robinson & Co., apple dealers, Ingersoll, Ont., suffered loss by fire.

Morris Bercier, grocer at Greenfield, Ont., has sold out to Douglas McKinnon.

W. D. Parkinson, the Toronto grocer, has opened a branch store.

M. W. Grace has disposed of his grocery and dry goods business at Arnprior, Ont.

The price of milk in Kingston, Ont., was advanced from 7c to 8c a quart on November 1st.

The death took place recently at Tamworth, Ont., of Chas. Shields, general merchant .

While John Hill, grocer, Peterborough, was attending a lecture at George Street Church, his Ford car was taken from the front of the edifice.

It is reported that there is to be another grocery at Windsor, Ont., where H. D. Torre will build at the corner of Cottage and King Streets.

T. H. Knight has sold his grocery at Bowmanville, Ont., to James Owens, of Bellville, Ont. Mr. Knight will continue to be associated with the business.

D. McGregor, who has been carrying on a general mercantile business at Latchford, Ont., for a number of years, has moved to the Calaher, Sask., district, where he will enter extensively into mixed farming.

At the last meeting of the Retail Grocers' Association at London, Ont., Mr. Doyle, of the Retail Merchants' Association, and Wm. Turnbull, of Edward Adams & Co., occupied seats on the platform. Mr. Turnbull claimed that the grocer should have profit on every article he sold, and should not sell one line at cost and try to make it up on something else. He advised those present to leave their neighbors alone; to look after their own business, and they would find that it would pay in the end. He instanced two grocers in the same block. One made a profit on his goods, and made $2,000 a year after paying expenses and taking a living out of the business; the other cut prices and hardly made ends meet, after having a lot of hard work for nothing. Mr. Carrothers had a scheme in connection with bad debts and dead beats, which was referred to the executive. Mr. Doyle spoke at length on collecting systems and co-operative stores. The feeling of the meeting was in favor of provincial wide organization. The meeting took the form of a smoker, and G. B. Drake passed round the Havanas liberally. Thos. Ranahan played and E. J. Ryan sang a couple of songs.

Western Canada.

Duncan Gilchrist succeeds Thos. J. McFarlen, general merchant at Hargrave, Man.

Boaler Brothers, general merchants, Mazenod, Sask., have sold out to H. Zado, Ettington.

The grocery stock of the John David Estate has been sold to Max Bider, and that of the estate of R. J. Lane & Co. to F. Couples.

The Alaska Trading Co., being the firm name of the establishment of A. H. Speers & Co., at Alsask, Sask., was burned out.

Macdonald's Consolidated has begun business in Saskatoon, Sask. This is in addition to the plants at Edmonton, Moose Jaw, and Winnipeg. Warehouse room has been secured, and there is already a large stock of goods on hand.

The Swift Canadian Company of Edmonton is prepared to handle 10,000 hogs a week, when the "hog crop" is harvested. The P. Burns Company and Gainer's Packing Plant also have made provisions for increased output this year. The hog crop will start running within a month, and will continue till next May. It is the intention of the Swift Company to make a bid, should the market be favorable, for the dry salt meat business offering as a result of the European war. The Chicago packers announce that they have war orders sufficient to keep them running full time for a year. This applies only to the canned meats, a branch of the packing business which has not yet developed in the packing plants of this city. It is reported here that Armour & Company were sold out of their surplus stocks of canned meats nearly two months ago.

OLIVE BOTTLES REPRESENTED SOLDIERS.

Appropriate window trims are frequently of great value in creating publicity for the store. A novel trim recently appeared in the window of Frank H. Taylor, of Niagara Falls, Ont. It was what might be termed a military olive display. Bottles of olives in close formation were arrayed along the side of glass in single lines. Back of them and at regular intervals were the officers each being made of three bottles of the olives one on top of the other two. As the Taylor window is a large one the display with its many lines of "soldiers" and officers standing to one side made a rather imposing sight for a foodstuff.

SOME CO-OPERATIVE TROUBLES.

There seems to be some trouble brewing in connection with the Welland Co-operative Society, of Welland, Ont. A local paper referring to the matter has this to say:

"Too many cooks spoil the soup!

"Welland Co-operative Society at present has two sets of officials and two boards of directors. The first directorate was appointed a few weeks ago at a meeting of the shareholders. Former Organizer Figgins claims that some members of this board cannot legally hold their position as they have not paid up shares. A meeting was called on Thursday evening by Mr. Figgins, who says that he considered it his duty as organizer to inform the shareholders of the condition of affairs. None of the officials or directors were present at this meeting, but about thirty members attended. A new board was appointed, with Mr. Owen as president, and Mr. Figgins as secretary. Members of the first board are confident that they are qualified to act and claim that the meeting held was illegal, as a petition with ten signatures was necessary, while the petition only contained five. Secondly, ten days' notice should be given, and thirdly no director can be displaced without the sanction of two-thirds of the members. Mr. Figgins claims that he only took these steps, after careful consideration and legal advice, and with a desire to serve the society. The members of the board are equally confident that they are in the right, and that the present deadlock is the result of personal ambitions.

LIMA BEANS.

New arrivals of lima beans have reduced the price very considerably in the Canadian market, although the figures are higher than the opening a year ago.

The crop of California for this year will amount to 1,300,000 sacks of 100 pounds each and will net the growers over $5,000,000, according to figures furnished by J. M. Waterman, a broker and expert in this line, of Los Angeles, says the Los Angeles Times. This shows an increase over last year of approximately 250,000 sacks. There is an additional acreage planted to Limas of 10,000, making in all over 125,000 acres devoted to this profitable product.

Already 50 per cent. of the coming crop has been contracted for and the growers are beginning to receive money for their product.

INFORMATION ACTED UPON.

Nap. L. Adam, Sudbury, Ont., writes:— "I take much interest in reading your paper Canadian Grocer every week, and put into practice much of the useful information it has given me."

Supplies of Turkish Figs and Raisins Cut Off

Latest Development in War Situation Affects Markets—Interruption of Suez Traffic Would be Serious—Tea Advances Still Further on Shortage of Supplies in London — New Fruits and Nuts Have Arrived from Mediterranean—Sugar Drops 30c as We go to Press.

Office of Publication, Toronto, Nov. 5.

THE action of Turkey in taking up a role in the European theatre of war has had a direct effect on the market for figs and raisins, while the closing of the North Sea has cut off shipments of Java Coffee and other goods which come through Amsterdam. These are the important developments of the week in which the war is shown to be playing an important part in the grocery markets.

Communication with Turkey has been cut off and it is not expected that there will be any further shipments. Prices of figs and Sultana raisins are sure to advance further and Valencias are dearer in sympathy.

There is no change in the sugar situation. When there will be a reduction of prices is a matter of opinion. On the one hand there is the fact that raws are getting cheaper and refined in the United States is down to about 5c; on the other hand there is the attitude of the refiners who claim that they are entitled to present prices owing to the figure they paid for raw when it was necessary to buy for the protection of the Canadian supply. While the opinion seems to be that there will be a reduction by the end of the year there is the possibility that on account of the slow consumption dear raws will last until the Cuban market gains strength and there may be no recession—but this does not seem likely. The action of Great Britain is now being awaited. Stocks visible are heavy and buying is light. It remains for the United Kingdom to come back into the market to change the bearish sentiment; when she will do so is altogether problematical.

The new No. 16 Dutch sugar standard recently issued by the Government is at least two points darker than that in use at the Montreal customs office. It is considered by the trade in that city that a mistake has been made as this standard threatens to cut out much of the Muscovado sugar now coming from Barbadoes, as well as much of the Jamaica yellow crystal. The trade hopes that standard will be allowed to remain as before. E. P. Mouir, secretary of the Canadian West Indian League is taking the matter up with Ottawa.

The tea situation has become even more acute during the week and promises to continue critical for some time at least until there are new supplies in London. At the sale this week the price advanced another ½d, making 3c to 4c pound during the past six weeks. Sales at auction have dropped from 30,000 to 40,000 chests to 6,000 chests, and one big firm with a weekly requirement of 1,000 to 1,500 chests this week got but 18. Cabling has been discontinued on order of the admiralty with the result that importers do not know what they have afloat; there is nothing to indicate what of their purchases have been shipped. Japans are scarce and Chinas also firm.

Shipments of fruits have been received direct at Montreal. Prices are generally lower than the tail end of the old stocks was being held at. New nuts have also come through. California fruits are very dull and lower prices are expected for apricots and prunes.

Situation regarding beans is very unsettled, particularly as the dealers in some markets were overloaded with dear stuff. Prices indicate a firm situation in the country and prices are strong.

Flour market is very dull and mills are beginning to slacken operations. Domestic demand for high-grade flour is very weak and millers have difficulty in getting second-grade for export. Besides export bids are out of line owing to high prices of wheat as compared with United States and difficulties of transportation coupled with increased freight rates.

Great Britain continues to take Canadian eggs and the price for strictly fresh is higher. The situation here will be balanced by the fact that there is a big overplus of supplies in the United States upon which we can draw.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—
- Feeds moving slightly better.
- Bran and shorts selling cheaper than quoted here.
- Rolled oats unchanged.

PRODUCE AND PROVISIONS—
- Eggs firm; new laids bring 41c.
- Compound lard down again.
- Dressed hogs decline again.

FISH AND OYSTERS—
- Certain lines of fresh fish off the market.
- Oysters selling better.

FRUITS AND VEGETABLES—
- Apple market firmer.
- Oranges, Valencia, scarcer.
- Potatoes good sellers.
- Lemon market firm.
- Grapes, in kegs, arrive, $5 keg.

GENERAL GROCERIES—
- Matches 15c case up.
- Alimentary pastes up 1c lb.
- Coffee market slightly firmer.
- Cream of tartar expected.
- New fruits and nuts arrive.

ONTARIO MARKETS.

PRODUCE AND PROVISIONS—
- Backs and cooked meats 1c lower.
- Pure lard off another ¼c.
- Export demand for eggs continues.

FRUITS AND VEGETABLES—
- Grapefruit are very cheap.
- Messina lemons are firmer.
- Fall vegetables cheaper.
- Summer market closed.

FISH AND OYSTERS—
- Frozen halibut and salmon offered.
- Weather not favorable.
- Oysters continue rather slow.

FLOUR AND CEREALS—
- Situation still very dull.
- Export offers are out of line.
- Mill feeds somewhat easier.
- Still short of rolled oats.

GENERAL GROCERIES—
- Sugar outlook problematical.
- Action of Turkey being considered.
- Valencia raisins are dearer.
- France may put embargo on nuts.

QUEBEC MARKETS.

Montreal, Nov. 5.—Considerable activity is being shown owing to the arrival both here and in New York of vessels from Europe bearing dried fruits and nuts. For much of these wholesalers have secured orders; in fact, in many cases it looks as though they have bought too carefully, having the idea in mind that few grocers would be buying extensively this year. However, there is much truth in this, for, owing to the fact that supplies arriving and on the way are large, the market has become somewhat depressed, and it is not unlikely that lower prices will prevail before long.

The fact that navigation closes within three weeks and retailers' stocks are not

big, has helped business considerably, merchants in ports taking advantage of cheaper freights by water. In Quebec Province, retailers are buying in smaller quantities, but oftener, so that bills being run up are not so large. Wholesalers, however, are doing about the same amount of business in the country as normally, but they cannot say the same about industrial centres.

The following are minor changes:—Matches have advanced 15c per case on account of dearer raw materials; buckwheat flour, which is used extensively in this province, has been reduced from $3.75 to $3.40 per bag; some lines of Vichy water have become exhausted, and cannot be replaced; and, owing to the embargo placed by the French Government on alimentary pastes, all these lines have advanced 1c per lb.

SUGAR.—It is not surprising that grocers are delaying their purchases of sugar, when refined is quoted at $7.05 here and at 5c in New York. At the same time raws are being offered in New York at 2½c, and no buyers. It is felt that the situation does not warrant the high prices for sugar here, and that a further advance would not be justified. In the meantime, grocers will wait for lower prices. Refiners make their usual statement—that they sold cheap when their raws were cheap, and that their price must advance when they have paid higher for their raws.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	7 06
20 lb. bags	7 15
2 and 5-lb. cartons	7 35
Yellow Sugars—	
No. 3	6 90
No. 1	6 65
Extra Ground Sugars—	
Barrels	7 45
50 lb. boxes	7 65
25 lb. boxes	7 85
Powdered Sugars—	
Barrels	7 25
50 lb. boxes	7 45
25 lb. boxes	7 65
Paris Lumps—	
100 lb. boxes	7 50
50 lb. boxes	7 60
25 lb. boxes	7 80
Crystal Diamonds—	
Barrels	7 70
100 lb. boxes	7 80
50 lb. boxes	7 90
25 lb. boxes	8 10
Cartons and half cartons	9 05
Crystal Dominoes, cartons	9 15

DRIED FRUIT.—Shipments are arriving freely from Europe, and jobbers are feeling in better spirits now that a little business is being done. However, everybody is a seller nowadays, and as the public is buying hand-to-mouth, the market is in a depressed condition, and retailers should be able to secure much better prices all round. Figs have reached Montreal, and have been moving freely during the past week, the entry of Turkey into the fighting arena, no doubt, stimulating sales, the opinion being held that supplies may be harder to secure later. However, large shipments have arrived, and are on the way, so that the market should be well supplied with figs. Spot stocks of raisins are getting low, but new arrivals are coming in. California seeded are moving more freely, and prices are attractive.

The "Jacona," which reached Halifax on Sunday, November 1, carried considerable supplies of nuts and fruits for Canadian grocers. Wholesalers are quoting 7½c for Hallowe'en dates for delivery November 20, and 6¾c for Khadrawi dates. Valencia raisins are reported to have advanced ½c in the primary markets. New prices quoted are 7¼c for finest selected, and 8¼c for 4-crown layers. Malaga table raisins are quoted, 3-crown cluster, 22-lb. boxes, $2.60, and $3.60 for 5-crowns. The trade this year have imported a large quantity of table raisins in 1-lb. packages, wrapped in tissue paper. These are in four grades, selling at 14, 16, 20 and 23 cents per lb. New Sultanas are quoted at 9, 10½ and 11½ cents for fine, finest and superfine respectively. Re-cleaned Sultanas are quoted 12½c and 14c for 1-lb. packages. Apples are a drug on the market this year owing to the big crop,

SUGAR DROPS 30c.

Just as we go to press comes word from Montreal that the big refiners have reduced prices 30c cwt. The outlook is now that the declines have commenced that there will be more. As usual there was nothing to indicate that the change was coming just at this time.

and lower prices will shortly be quoted. To-day, choice winter stock apples are quoted at 6½c to 7c.

EVAPORATED FRUITS.	Per lb.	
Apples, 50-lb. boxes	0 06½	0 07
Nectarines, choice	....	0 11
Peaches, choice	....	0 08
Pears, choice	....	0 13
Apricots	....	0 15
DRIED FRUITS.		
Candied Peels—		
Citron	....	0 18
Lemon	....	0 12
Orange	....	0 13
Currants—		
Amalias, loose	0 07½	0 09
Amalias, 1-lb. pkgs.	0 08	0 08½
Filiatras, fine, loose, new	....	0 07
Filiatras, packages, new	....	0 08
Dates—		
Dromedary, package stock, per pkg..	0 10	0 13½
Fards, choicest	0 11	0 14½
Hallowee, loose	0 06	0 08
Hallowee, 1-lb. pkgs.	0 07½	0 08
Prunes—		
30 to 40, in 25-lb. boxes, faced	....	0 13
40 to 50, in 25-lb. boxes, faced	....	0 11½
50 to 60, in 25-lb. boxes, faced	....	0 11
60 to 70, in 25-lb. boxes, faced	....	0 10½
70 to 80, in 25-lb. boxes, faced	....	0 09¾
80 to 90, in 25-lb. boxes, faced	....	0 09
90 to 100, in 25-lb. boxes, faced	....	0 08½
Raisins—		
Malaga table, box of 22 lbs., 3-crown cluster, $2.60; 5-crown cluster	....	3 60
Muscatels, loose, 3 crown, lb.	....	0 08¼
Sultana, loose	0 09	0 11½
Valencia, new	....	0 07¼
Seeded, fancy	....	0 10
Seeded, choice	....	0 09

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

TEAS.—Conditions have not changed much since last week. Certainly there has been no easing off as yet. Indications are for stronger markets themselves, apart from the effect of transportation charges, which is largely due to the smaller quantity coming forward, and due to the large quantity lost at sea. Yet the fact remains that large stocks must be accumulating in India and Ceylon, for they are not going to London, the stocks there being lower than they were a year ago. There is still a good demand for Japans of all grades, but the market is cleared, and nothing new is available. It follows that stocks here should bring firm prices throughout the season.

RICE.—No change either in the rice or tapioca markets. Prices remain steady, and it is believed there will be no change for some time. The market for spot cleaned in England is firm, which is generally an indication of conditions elsewhere. The extraordinary rush following the beginning of hostilities has given place to a quietness less than normal, although there will probably be some improvement towards the end of November and in December.

Rangoon Rices—	Per cwt:
Rangoon "B"	3 50
"C.C."	3 40
India bright	3 65
Lustre	3 75
Polished	5 25
Pearl	5 35
Fancy Rices—	**Per cwt.**
Imperial Glace	5 65
Sparkle	5 85
Crystal	5 85
Ice drips	6 20
Snow	6 05
Carolina head	7 85

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

Imported Patna—	Per lb.	
Bags, 224 lbs.	0 06	0 06½
Half bags, 112 lbs.	0 05¾	0 06
Quarter bags, 56 lbs.	0 05⅞	0 06⅛
Velvet head Carolina	0 09½	0 10½
Sago, brown	0 06	0 06½
Tapioca—		
Pearl, lb.	0 05¼	0 06
Seed, lb.	0 05¼	0 06

MOLASSES.—The market continues about the same, quiet orders coming every day for supplies. The approach of the close of navigation is helping considerably, some grocers buying now to save paying heavy freights. The latest sale for fancy molasses in Montreal was with a Quebec firm, who bought several cars, paying 34 cents. This indicates that the market is holding firm.

Barbadoes Molasses—	Prices for Island of Montreal. Fancy.	Choice.
Puncheons	.38	.36
Barrels	.41	.39
Half barrels	.43	.42

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls..	0 04¾
Pails, 38½ lbs., $1.95; 25 lbs.	1 46
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Maple Syrups—	
Pure, per 8½ lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00
Maple sugar, pure, per lb.	0 10 0 11

COFFEE.—Market seems to be holding fairly steady on all grades except two, and one of these is Santos, which has stiffened up considerably; this has had a bearing on other lines. The demand for coffee continues very poor.

Coffee, Roasted—		
Bogotas	0 26	0 30
Jamaica	0 23	0 25
Java	0 33	0 35
Maricaibo	0 23	0 27
Mexican	0 27	0 30
Mocha	0 30	0 33
Rio	0 19	0 22
Santos	0 21	0 22
Chicory, per lb.	0 10	0 12

NUTS.—Spot stocks of Tarragonas are not plentiful, and the market re-

mains firm. French soft shells are limited, and are well liked. California paper shells are going freely. Spot walnuts are not plentiful. It was reported that the French Government had prohibited the exportation of walnuts, but later cable advices state that the embargo has been cancelled. Brokers continue to book orders subject to walnuts being allowed free entry into this market. Grenobles will be shipped from Marseilles on November 11; they were not dry enough to ship earlier. These will not arrive here until very late in November. Marbots and comes are being shipped from France this month, and until these arrive early December must depend on Naples. Brazils are being offered on a low basis. Pecan are moving freely. From latest reports, retailers should be able to secure attractive prices.

Shelled walnuts, per lb.	0 50	....
Shelled almonds, 28-lb. boxes, per lb.	....	0 45
Sicily filberts	....	0 16
Pecans—		
Large	....	0 18
Almonds	0 21	0 22
Walnuts, Grenoble	0 21	0 22
Brazils, new	....	0 15
Peanuts, No. 1, 12½c; No. 2	....	0 09¾
Peanuts, No. 3	....	0 08¾
Canadian chestnuts	....	0 12

SPICES.—Practically no change in the market. The new supply of cream of tartar has not yet been in evidence, so that prices remain around 45c to 50c. There has not been sufficient change in other lines to warrant changing quotations.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins, dozen.
Allspice	0 14—0 18	0 60—0 70	0 70—0 80
Cassia	0 22—0 25	0 72—0 90	0 80—0 90
Cayenne pepper	0 30—0 35	1 02—1 15	1 10—1 25
Cloves	0 35—0 40	1 15—1 30	1 25—1 40
Cream tartar—50c.			
Ginger, Cochin	0 18—0 23	....—....	....—....
Ginger, Jamaica	0 20—0 25	0 90—1 05	0 95—1 10
Mace	0 85—1 10	....—....	....—....
Nutmegs	0 30—0 35	1 02—1 20	1 10—1 25
Pepper, black	0 20—0 25	0 80—0 90	0 90—1 00
Pepper, white	0 29—0 32	1 05—1 10	1 10—1 20
Pastry spice	0 25—0 32	0 85—1 10	0 95—1 15
Pickling spice	0 20—0 25	0 75—0 90	0 80—0 95
Turmeric	0 20—0 22	....—....	....—....

Lower prices for pails, boxes or baliers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	....	0 12
Dutch	....	0 20
Cinnamon, Ceylon, lb.	....	0 60
Mustard seed, bulk	0 18	0 22
Celery seed, bulk	0 35	0 45
Cayenne chillies	0 25	0 30
Shredded cocoanut, in pails	0 20	0 25

DRIED VEGETABLES.—A broker who has just returned from the bean country around Ridgetown, Ont., reports that dealers and farmers in that locality claim that prices have got to advance. Dealers there are asking $2.40 to $2.45 on track Montreal, and yet 3-lb. pickers are being sold here for $2.30 to $2.35, it is claimed. The latter price should allow retailers to buy at $2.60. However, brokers who are only in a position to sell at $2.40, make the statement that these beans cannot be 3-lb. pickers, or it would be impossible to sell at this price.

In Ridgetown, the farmer is receiving $2.10 for his beans; add to that the cost of bag, brokerage, freight, and shipping, the price is brought up to $2.31, so that if the Ridgetown dealer sells at $2.35 he is not making much profit. Other districts, known variously as northern and western, are producing cheaper beans, which is the reason why dealers in the Ridgetown district are apparently having difficulty in supplying at $2.30. Trade in Montreal are of the opinion that beans should be cheaper, and are reserving their large purchases until a lower figure is reached.

The broker above referred to learned that peas would be delivered in fair quantity inside of three weeks, but could not say anything about quality until he had seen a sample. He was of opinion that the supply of Canadian beauty peas would be good, which has not been the case for some time. Montreal wholesalers state that good soup peas are hard to secure, and are bringing $2.75. A poorer grade of pea is being sold at $2.60.

Beans—		
Hand picked, per bushel	....	2 85
Canadian, white, per bushel	....	2 65
Yellow, per bushel	....	3 25
Yellow eyes, per bushel	....	3 25
Lima, per lb.	....	0 08
Peas, Imperial green, per bushel	....	2 50
Peas, white soup, per bushel	....	2 60
Barley, pot, per abg	....	3 50
Barley, pearl	....	4 50

ONTARIO MARKETS.

Toronto, Nov. 5.—Business continues quiet. Turnover is small and on a hand-to-mouth basis. It is evident that the people are exercising a careful policy and that there are many pantrys which were well stocked during the early stages of the war. Wholesalers, too, are encouraging close buying and there is a disposition to curtail orders to a large extent where there is any desire shown by retailers to delve into futures. Collections are generally reported as being fairly satisfactory under the conditions.

Turkey's entry into the war promises further trouble with regard to figs and Sultana raisins, and there are also prospects that the Suez traffic might be interfered with which would affect many lines from the far east. The sugar situation shows little change and anything like speculation as to the future is purely ly guess work. Tea gets firmer with the London situation showing very short supplies for the time being. The closing of the North Sea also affects some coffees and other lines which were secured through Amsterdam.

SUGAR.—The Canadian market shows no change and there is much room for speculation as to the future, which is very vague. Prices are holding despite easier conditions in New York, and while the opinion seems to be in the trade that there will be a reduction it must be remembered that the stand of the refiners, who control the situation, is that they kept prices down early after the war broke out to protect the public and that they had to pay high prices for raws which they are now refining. Business is very dull and one authority expresses the opinion that this will keep prices up for a considerable time, probably after the 1st of the year. Great Britain is the big world factor and her course will be followed with interest. If she comes back into the market for Cuban raws the market should strengthen again with the possibility that this strength may come before refiners in Canada reduce prices and keep the market at its present level.

Refiners of Great Britain or the States are showing little interest in raws at the moment. The price has declined to a position within three-eighths cent of what it was at the time war broke out.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	7 11
20 lb. bags	7 21
10 lb. bags	7 26
2 and 5-lb. cartons	7 40
Nova Scotia refined, 100-lb. bags	7 01
Extra Ground Sugars—	
Barrels	7 51
50 lb. boxes	7 71
25 lb. boxes	7 91
Powdered Sugars—	
Barrels	7 31
50 lb. boxes	7 51
25 lb. boxes	7 71
Crystal Diamonds—	
Barrels	7 86
100 lb. boxes	7 86
50 lb. boxes	7 96
Paris Lumps—	
100 lb. boxes	7 86
50 lb. boxes	7 96
25 lb. boxes	8 16
Cartons (20 to case)	8 41
Cartons (50 to case)	8 91
Crystal Dominoes, cartons	9 01
Yellow Sugars—	
No. 1	6 71

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

TEA.—In the last six weeks fine Ceylon teas have advanced from 3c to 4c per pound on the London market; in fact, it is impossible to get any quantity of fine tea at any price. For two weeks running the London Ceylon auctions, which in ordinary times average from thirty to forty thousand chests per week, have only averaged ten thousand a week, and this week only six thousand chests were offered. One of the big houses usually buying 1,200 to 1,500 chests per week only got 18 and that at ½d. over the previous week.

As all cabling that has reference to the departure of ships from Colombo and even reports of them en route, say at Suez or Gibraltar, have been stopped by the admiralty, importers are absolutely ignorant as to whether or not they have teas on the ocean. They know how much tea they have purchased at Colombo, but they have no idea whether these teas, purchased perhaps six weeks ago, are still lying there or are close at hand. This state of affairs is making the heads of the big tea concerns very uncomfortable just now. Prices may go still higher in London on account of the shortage of supplies, but it should not be long now until there are further shipments coming from the East.

Should anything develop that the Suez route would be interfered with there would be further trouble and shipments might have to go round by the cape or across the other ocean. This would

mean higher prices. Japan teas too are short and are practically off the market, excepting so far as some of the dealers may have bought heavily early in the season and are now re-selling. China teas are also short and the whole situation is very firm.

DRIED FRUIT.—The part which Turkey is now playing in the European situation is going to materially affect market for figs and Sultana raisins. Importers report that while there are some shipments now forward these are not important, as there was much delay in getting them on the boats. The recent developments are that the Turkish market has been cut off and there is little prospect of further shipments for some time. It will be noted that there is particular activity on the part of the warring interests in the vicinity of Smyrna. The development will undoubtedly be higher prices. New fruits are now coming forward and the situation is that the market is much upset from the fact that some houses have fag ends which they are trying to clear up. The market promises to remain unsettled until stocks get into a more normal state. During the week there has been advance of half a cent for Valencia raisins. California fruits are heavy and there promise to be lower prices for apricots and prunes if the existing conditions continue.

Apples, evaporated, per lb.	0 06	0 06½
Apricots—		
Standard, 25 lb. boxes	0 11½	0 14
Choice, 25 lb. boxes	0 14	0 15½
Candied Peels—		
Lemon	0 12	0 14
Orange	0 12	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lb.	0 07½	0 08
Amalas, choicest, per lb.	0 07½	0 08
Patras, per lb.	0 08	0 08½
Vostizzas, choice	0 09½	0 10
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09	0 09½
Fards, choicest, 60-lb. boxes	0 08½	0 09
Package dates	0 07½	0 09
Hallowees	0 06	0 06½
Prunes—		
30-40s, California, 25 lb. boxes	0 13½	0 14½
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12½
60-70s, 50 lb. boxes	0 10	0 10½
70-80s, 50 lb. boxes	0 09½	0 10
80-90s, 50 lb. boxes	0 09	0 09½
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes ½c more.		
Peaches—		
Standard, 50-lb. boxes	0 07	0 07½
25-lb. boxes ½c more.		
Raisins—		
Sultana, choice, new	0 10	0 11
Sultana, fancy, new	0 12	0 14
Valencia	0 08	0 08½
Seeded, fancy, 1 lb. packets	0 10	0 10½
Seeded, choice, 1 lb. packets	0 09½	0 10
Seeded, choice, 12 oz.	....	0 08½
Seedless, 16 oz. packets	0 11	0 11½
Seedless, 12 oz. packets	....	0 10

NUTS.—There are rumors in the trade that France may place an embargo against the exportation of nuts. This has not been confirmed and no definite information can be had on the subject. If this course were followed it would have serious consequences to the trade as it would mean that all supplies of both shelled and unshelled walnuts would be cut off.

In Shell—	Per lb.	
Almonds, Tarragona	0 17½	0 20
Brazils, medium, new	0 11	0 12
Brazils, large, washed, new	0 12	0 14
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 15	0 17
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	....	0 17½
Walnuts, Bordeaux	....	0 14
Walnuts, Marbots	....	0 15
Shelled—		
Almonds	....	0 55
Filberts	....	0 35
Peanuts	0 10½	0 11½
Pecans	0 66	0 60
Walnuts	0 55	0 60

SPICES.—There is a scarcity of seeds at the present time and stocks are becoming exhausted. This applies particularly to Carroways, and it is practically impossible to get them in the city. Generally the situation is without change although there are better supplies of cream tartar and the price seems inclined to decline.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	....—0 12	....—0 18
Allspice, whole	....—....	....—0 17
Cassia, whole	....—....	0 21—0 26
Cassia, ground	0 18—0 19	0 21—0 26
Cinnamon, Batavia	....—....	0 36—0 40
Cloves, whole	....—....	0 28—0 33
Cloves, ground	0 21—0 26	0 31—0 35
Cream of tartar	0 25—0 35	....—0 40
Curry powder	....—....	....—0 35
Ginger, Cochin	0 14—0 17	0 20—0 23
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, whole	....—....	0 24—0 27
Ginger, African, ground	....—....	....—0 18
Mace	....—....	0 80—1 05
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....—0 37
Nutmegs, ground, bulk, 45c; 1 lb. tins	....—....	....—0 50
Pastry spice	....—....	0 27—0 30
Peppers, black, ground	0 12—0 16	0 18—0 22
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 19—0 27	0 32—0 35
Peppers, white, whole	....—....	0 31—0 33
Pickling spice	....—....	....—0 17
Turmeric	....—....	0 18—0 20

COFFEE.—Javas and Mochas are firm at generally higher quotations. There are prospects that in the event of Turkey becoming very active that the Suez canal route might be closed in which event there would be further difficulty in regard to getting shipments. Brazilians are continuing easy.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 33	0 36
Arabian Mocha	0 33	0 36
Guatemala	....	0 32
Bucramanga	0 30	0 32
Mexican	0 30	0 32
Maracaibo	0 26	0 29
Jamaica	0 26	0 28
Santos	0 22	0 25
Rio	0 18	0 22
Chicory	....	0 14

BEANS.—Situation continues firm with a good demand for export and prices holding at the top. Peas also continue firm.

Beans—	Per bushel.	
Canadian, hand picked	3 00	3 25
Canadian primes	2 90	3 15
Lima, per lb.	0 08¾	0 09
Peas, blue, Canadian, per bush.	2 90	3 00
Peas, whole, white, per bush.	2 90	3 00

RICE.—Demand continues fair and prices as before. Situation for tapioca and sago is inclined to be firm on account of difficulties in getting shipments forward.

Rice—		
Rangoon, per lb.	0 03½	0 04
Rangoon, fancy, per lb.	0 04½	0 05
Patna, per lb.	0 06½	0 08
Japan, per lb.	0 06½	0 08
Java, per lb.	0 08	0 08½
Carolina, per lb.	0 09	0 10
Sago—		
Brown, per lb.	0 06	0 06¼
White, per lb.	....	0 06
Tapioca—		
Bullet, double goat	....	0 10¼
Medium pearl	0 06	0 7
Seed pearl	0 06	0 07
Flake	....	0 10¼

SYRUPS.—Business is fair for the season, but the demand is not very active. Makers of syrup and starch report that there is a strong demand for glucose and for grape starch which is used in connection with making up heavy leathers.

Syrups—	Per case.	
2 lb. tins, 2 doz. in case	....	2 65
5 lb. tins, 1 doz. in case	....	3 00
10 lb. tins, ½ doz. in case	....	2 90
20 lb. tins, ¼ doz. in case	....	2 85
Barrels, per lb.	....	0 03¾
Half barrels, lb.	....	0 04
Quarter barrels, lb.	....	0 04¼
Pails, 38½ lbs. each	....	1 95
Pails, 25 lbs. each	....	1 40
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	0 24	0 26
West Indies, half barrels	0 26	0 28
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 6 to case	4 40	4 80
½ gals., 12 to case	4 70	5 40
¼ gals., 24 to case	4 70	5 40
Pints, 24 to case	2 60	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12½
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 90

MANITOBA MARKETS.

Winnipeg, Nov. 4.—More price changes have been struck during the week, the majority of these in a downward direction. It also is very likely that before many days further reductions may be expected—at least one reduction in a line, which of late has been mainly noted for its scarcity and its rapid advances. That Turkey is being drawn into European trouble is not causing anxiety here. Sultanas and figs are the two lines of greatest importance which come from this country, and the supplies of these are now at hand.

Business on the whole is moving quietly. Dealers continue to evidence a desire to buy in small quantities, and it is evident this meets the wishes of the wholesale houses.

SUGAR.—This commodity is very liable to drop—a decline of 10c, in fact, is practically certain to be struck before next week. The cause will be the drop in the price of raws, which are now being quoted in New York at practically the same price as on August 1st. This indicates very clearly that the rapid advance of raws in New York, after the declaration of war, was not warranted. The coming decline being taken into consideration, there seems every reason to believe that until some new conditions develop in Europe the sugar market in Canada will remain fairly steady.

Supplies are now satisfactory. Among other things, the week has been noted for the re-appearance of B. C. sugar on the Winnipeg market.

	Per cwt. in sacks.
Sugar, Eastern—	
Extra standard granulated	7 50
Extra ground or icing	7 50
Powdered	7 30
Lump, hard	7 95
Montreal yellow	6 60
Sugar, Western Ontario—	
Sacks, per 100 lbs.	7 10
Barrels, per cwt.	6 05
Halves, 50 lbs., per cwt.	6 10
Rales, 20 lbs., per cwt.	6 15
Powdered, barrels	6 40
Powdered, 50s	6 75
Powdered, 25s	7 05
Icing, barrels	6 70
Icing, 50s	6 95

Icing, 25s	7 10
Icing, pails	7 00
Cut loaf, barrels	6 80
Cut loaf, 50s	7 05
Cut loaf, 25s	7 30
Sugar, British Columbia—	
Extra standard granulated	7 20
Bar sugar	7 35
Icing sugar	7 55
Powdered sugar	7 35
H. P. lumps	8 05
Yellow	6 55
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 60
5-lb. tins, 1 doz. to case, per case	4 00
10-lb. tins, ½ doz. to case, per case	3 75
20-lb. tins, 3 tins to case, per case	3 70

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.
Barbadoes	0 53
New Orleans	0 34
Maple Syrups—	**Per case.**
Imperial quarts, case, 2 doz.	5 40
Imperial ½ gals., 1 doz.	5 55
New, pure, ½ gal., case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—Apples are coming in now every day, and dealers may look for very low prices on this line for the next year. Quotations for new winter stock at present are: 50's, 7½c; 25's, 7¾c. The week has been marked by a downward tendency in several lines of California dried fruits, specially noticeable being prunes and peaches. So far prices on the Winnipeg market have not changed during the last week, but in these two lines at least, they may be expected to decline in the near future. While a further decline in apricots is not likely to occur, they are expected to remain at their present low level. The same is true of currants. There seems to be a considerable difference in quotations on this line, but 9½c for dried clean appears a reasonable figure. The one exception to the downward tendency so far as dried fruit is concerned, is in raisins. These seem firm, with little or no chance of a drop, and some possibilities of an advance in price.

Apples, evaporated, new, 50's	....	0 07½
Apples, evaporated, new, 25's	0 07¼	0 07¾
Apricots, choice, 25's	....	0 12
Apricots, choice, 10's	....	0 13
Apricots, standard, 25's	....	0 11¾
Currants—		
Dry clean	....	0 09½
Washed	....	0 09¾
1 lb. package	....	0 09½
2 lb. package	....	0 19
Vostizzas, 1 lb.	....	0 12½
Dates—		
Hallowi, loose, per lb.	....	0 06
Hallowi, 1 lb. pkgs.	....	0 06½
Fard dates, 12-lb. boxes	..	1 10
Peaches—		
Standard, 25-lb. boxes	....	0 06¾
Choice, 25-lb. boxes	....	0 07½
Choice, 10-lb. boxes	....	0 08½
Extra choice, 25-lb. boxes	....	0 08⅞
60 to 70	....	0 10
50 to 60	....	0 10¾
40 to 50	....	0 11⅝
Raisins, Valencias—		
Extra select Valencias, 28's, box	....	2 15
Raisins, Sultanas—		
California	....	0 09¾
Smyrnas	0 08	0 12½
Raisins, Muscatels—		
3 crown loose, 50's	....	0 08¼
3 crown, loose, 25's	....	0 08½
Choice, seeded, lb.	....	0 09¼
Extra fancy seeded, lb.	....	0 09¾
12-oz. packages, fancy	....	0 07⅞
12-oz. packages, choice	....	0 07½
Raisins, Australians—		
Lexias, 56-lb. boxes	....	0 08½
Prunes, in 25-lb. boxes—		
90 to 100	....	0 07½
80 to 90	....	0 08¼
70 to 80	....	0 08⅝

TEAS AND COFFEES.—The week has been noted for an advance of ½c in all lines of coffee, due largely to larger orders. The chicory market remains steady, despite the fact that the supplies formerly received from Austria and from Belgium are completely cut off. There is stock enough on hand, however, to meet all the need for number of months, and no advance is expected.

Coffee—	Per lb.	
Rio, No. 5, green	....	0 13½
Rio, roasted	....	0 16½
Santos, green, No. 4	....	0 15½
Santos, roasted	0 22¼	0 23¼
Chicory, per lb.	0 07	0 08
Teas—		
Japans—		
Choicest basket, fired	0 40	0 60
Choicest, pan fired	0 40	0 50
Very fine, pan fired	0 35	0 40
Medium, pan fired	0 30	0 35
Common, pan fired	....	0 25
India and Ceylon—		
Souchongs	....	0 30
Pekoe Souchongs	....	0 35
Pekoe	....	0 40
Broken orange and orange	0 40	0 50
China—		
Fine Keelum	0 50	0 60
Good Packlum	....	0 35
Common moning	....	0 25

BEANS.—The drop in Canadian three-lb. pickers has materialized as was predicted last week. The present price is $2.75¾.

SASKATCHEWAN MARKETS.

By Wire.

Regina, Sask., Nov. 4.—Sugar market is declining. It has already declined 10c October 29, and 20c on October 31, apart from the new list issued at Regina showing a further decline of 23c. Sugar at Regina is now quoted at $7.57. Holland herring quoted at 90c keg, an advance of 25 per cent. Borden and Aylmer milk people giving one case free with ten, making immediate business in line heavy. Wholesalers report within next few weeks cheaper canned goods offered. Wholesalers have not bought heavily in commodity as formerly, and the result is considerable competition among packers. Ontario beans, $3.10; coffee, 17; N. B. potatoes, 90c; rice, $4.30; sugar, $7.57; yellow, $7.17; apples, gallon, $1.40; canned beans, $2.23; corn, $2.23; peas, $2.23; tomatoes, $2.60; lemons, $5.90; oranges, $3.75; dried apples, 7½; currants. 7⅞.

Produce and Provisions—		
Butter, creamery, per lb.	0 29	0 30
Butter, dairy, No. 1	....	0 27
Cheese, per lb.	0 17⅞	0 18
Eggs, fresh, per doz.	....	0 27
Lard, 3's, per case	....	7 50
Lard, 5's, per case	....	7 45
Lard, 10's, per case	....	7 40
Lard, 20's, each	....	2 50
General—		
Beans, Ontario, per bushel	....	3 10
Coffee, whole roasted, Rio	0 17	0 19
Cream of tartar, lb.	....	0 52
Cocoanut, lb.	....	0 20¼
Evap. apples, 50's	....	0 12¼
Potatoes, new, per bush., B.C., $1.25; N. B.	....	0 90
Rolled oats, 20's, 75c; 40's, $1.50; 80's	....	3 00
Rolled oats, bail of 80 lbs.	....	3 10
Flour, 98's.	....	3 45
Rice, per cwt.	....	4 30
Sugar, standard, gran., per cwt.	....	7 57
Sugar, yellow, per cwt.	....	7 17
Walnuts, shelled, 54c; almonds	....	0 53
Canned Goods—		
Apples, gals., case, $1.40-$1.91, doz.	.../.	3 82
Broken beans, 2's	....	2 60
Beans	....	2 23
Corn, standard, per 2 dozen	....	2 23
Peas, standard, per 2 dozen	....	2 23
Plums, Lombard	2 10	2 21
Peaches	....	3 16
Strawberries and raspberries	....	4 00
Tomatoes, standard, per dozen	2 35	2 60
Salmon—		
Sockeye, 1's, 4 doz. case	....	9 85
Sockeye, ½'s	....	12 35
Cohoes, 1's	....	6 00
Humpbacks, 1's	....	4 60
Fruits—		
Apples, per bbl., Ontario	4 00	4 25
Lemons	....	5 90
Oranges	....	3 75
Dried Fruits—		
Apricots, per lb.	....	0 11¾
Apples, per lb.	....	0 07½
Currants, per lb.	....	0 07⅞

ALBERTA MARKETS.

(By Wire.)

Edmonton, Nov. 4.—Ontario beans remain firm. Lard is also stead. Sugar has declined 50 cents, standard granulated is now $7.80 to $7.90; yellow down to $7.35.

Produce and Provisions—		
Cheese, per lb.	0 16½	0 17
Butter, creamery, per lb.	....	0 31
Butter, dairy, No. 1, 26c; No. 2	....	0 21
Cheese, per lb.	....	0 18
Lard, pure, 3's, per case	....	7 95
Lard, pure, 5's, per case	....	7 90
Lard, pure, 10's, per case	....	7 80
Lard, pure, 20's, each	....	2 53
General—		
Beans, Ontario, per bushel	2 90	3 25
Coffee, whole roasted, Rio	0 18¼	0 20
Evaporated apples, 50's	0 11	0 11¼
Potatoes, per bush.	....	0 65
Rolled oats, 20's	....	0 79
Rolled oats, bail	3 25	3 75
Flour, 98's, $3.55-$3.65; rolled oats, 80's	....	2 50
Rice, per cwt.	....	4 50
Sugar, standard gran., per cwt.	7 80	7 90
Sugar, yellow, per cwt.	....	7 35
Canned Goods—		
Apples, gals., case	....	1 50
Corn, standard, per two dozen	....	2 15
Peas, standard, 2 dozen	....	2 15
Plums, Lombard	....	2 20
Peaches	....	3 55
Strawberries, $4.35; raspberries	....	4 00
Tomatoes, standard	....	4 35
Salmon, sockeye, 4 doz. talls, case, 1s	....	9 50
Cohoes, 1's, $5.75; humpbacks, 1's	....	4 35
Fruits—		
Lemons	....	6 75

NEW BRUNSWICK MARKETS.

St. John, N.B., Nov. 4.—There are few changes this week. Business is brighter with the Christmas trade outlook promising. Shipments of Mediterranean dried fruits are due this week. Flour and provisions are easier. Sugar is unchanged. Molasses firm. Dealers expect molasses may go higher. Compound lard fell off owing to poor cotton market. Pure lard is steady. Cheese is a little firmer. Cream of tartar is easier, and supplies are coming well. Currants are lower. Domestic pork is down, $28-$28.50. Barreled beef is also lower, $26.-50-$27. Market is uncertain. Standard oatmeal is firmer at $7.70. White beans are $3-$3.06, and prospects for lower prices on a general good crop; yellow are unchanged, but will be easier.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	....	0 17
Beef, barrel	26 50	27 00
Beef, corned, 1 lb.	3 15	3 30
Pork, American clear, per bbl.	27 50	28 00
Pork, domestic, per bbl.	28 00	28 50
Butter, dairy, per lb.	0 22	0 23
Butter, creamery, per lb.	0 23	0 24
Eggs	0 26	0 29
Lard, compound, per lb.	0 10¼	0 10½
Lard, pure, per lb.	0 13¼	0 13½
Cheese	0 16½	0 16¾
Flour and Cereals—		
Cornmeal, gran.	....	6 00
Cornmeal, ordinary	....	1 90
Flour, Manitoba, per bbl.	....	7 55
Flour, Ontario	....	6 85
Rolled oats, per bbl.	....	6 75
Oatmeal, standard, per bbl.	....	7 70
Fresh Fruits and Vegetables—		
Lemons, Messina, box	....	7 00
Oranges, Val., case	4 00	5 50
Potatoes, new, bbl.	1 25	1 35
Sugar—		
Standard granulated	7 20	7 30
United Empire	7 10	7 20
Bright yellw	7 00	7 10
No. 1 yellow	6 70	6 80
Paris lumps	8 25	8 50
Beans, white, per bush.	3 00	3 06
Beans, yellow eyes, per bush.	3 70	3 75
Canned pork and beans, per case	2 80	3 00
Molasses, per gal.	0 34½	0 35
Cream of tartar, per lb., bulk	0 50	0 53
Currants, per lb.	....	0 11¼
Rice per cwt.	4 50	5 00

Flour and Cereals

High Freight Rates Handicap Export Trade

Inquiry for Flour on Foreign Market Creates Little Interest, as Price of Wheat and Increased Transportation Charges Put Bids Out of Line—Mills Beginning to Slow Down.

MONTREAL.

FLOUR.—The market is stagnant, and prices are unchanged. There will be very little business doing until stocks are cleared up, although there should be some activity as November 25 approaches, this being the date fixed for the close of navigation. Both wholesalers and retailers in towns like Three Rivers, Sorel, etc., down St. Lawrence, usually get in supplies before close of navigation, which saves considerable on freight. Whether they will purchase this year at the prices prevailing, remains to be seen. Wheat in Ontario is held at firm prices. The large millers state that conditions in the flour market have not changed for a month.

Manitoba Wheat Flour—		Per bbl.
First patents	....	6 70
Second patents	....	6 20
Strong bakers'	....	6 00

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	6 25	6 50
90 per cent., in wood	5 50	6 00
90 per cent., in bags	2 50	2 60
Straight roller	5 70	5 90
Blended flour	5 75	6 25

CEREALS.—This market, like the feed and flour markets, is quiet. Prices are nominal, and little business is being done. As soon as cooler weather arrives, business should be better.

Cornmeal—	Per 96-lb. sack.	
Kiln dried	2 45	2 50
Softer grades	2 20	2 35
Rolled Oats—	90's in jute.	
Small lots	3 12½	3 50
25 bags or more	3 02½	....

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled Wheat—	100-lb.	bbls.
Small lots	....	3 50
Hominy, per 98-lb. sack	....	2 75

FEEDS.—A little better business has been done during the past week in feeds. Evidently someone is running out of stock, or is prepared to take chances on the present market. While large millers still quote old prices for bran, shorts, middlings, etc.—$25, $27 and $30—these can be bought for $21-$22, $23-$24 and $25-$26. Even the big milling concerns will not turn business down at the lower prices.

Mill Feeds—	Car lots,	per ton
Bran	....	25 00
Shorts	....	27 00
Middlings	29 00	30 00
Wheat moulee	....	30 00
Feed flour	35 00	36 00
Mixed chop, ton	....	36 00
Crushed oats, ton	....	36 00
Barley, pot, 98 lbs.	3 00	4 00
Oats, chop, ton	....	36 00
Barley chop, ton	....	36 00
Feed oats, cleaned, Manitoba, bush..	....	0 65

TORONTO.

FLOUR.—Business is very dull,—a continued rather than a new condition,—and the result is that some of the mills are beginning to slow down, having filled up their storage capacity to a large extent. Not only is the demand off in the domestic department, but there is little being done for export. It is not that there is not interest enough but the bids are out of line. For this there are two reasons. On the one hand the price of wheat is high compared with the United States and on the other hand the difficulties of securing transportation have been added to the increasing freight rates, until quotations are out of line considerably. Then again, the position is that the millers are not finding a demand for their first-grade flour and are therefore not in position to produce second grade for export. Although dull situation continues, strength and prices are firm.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patent	6 80	6 60
Second patent	6 30	6 10
Strong bakers	6 10	5 90

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	5 50	5 30
90 per cent.	5 10	4 90
Straight roller	5 00	4 80
Blended flour	5 35	4 95

CEREALS.—Week shows little change in the situation, which is generally firm on recent advances by millers. There is still a shortage on account of plants for a time having felt the shortage of Canadian oats. Business is only fair and colder weather would help materially.

Barley, pearl, 98 lbs.	....	5 00
Buckwheat grits, 98 lbs.	5 50	6 00
Corn flour, 98 lbs.	2 50	3 00
Cornmeal, yellow, 98 lbs.	2 65	2 75
Graham flour, 98 lbs.	3 00	3 30
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 63
Oatmeal, granulated, 98 lbs.	....	3 63
Peas, Canadian, boiling, bush.	2 75	3 00
Peas, split, 98 lbs.	....	5 00
Rolled oats, 90-lb. bags	3 25	3 45
Rolled wheat, 100-lb. bbl.	3 75	4 00
Rye flour, 98 lbs.	....	3 60
Wheatlets, 98 lbs.	3 75	4 00
Whole wheat flour, 98 lbs.	3 75	4 00

MILL FEEDS.—Little change in situation. Prices are generally firm at the big mill quotations, which are at the top, although there are general concessions of a dollar a ton. With mills slackening and cold weather liable to commence at any time, the situation is likely to get still stronger.

Mill Feeds—	Mixed cars,	per ton
Bran	24 00	25 00
Shorts	26 00	28 00
Middlings	29 00	31 00
Wheat moulee	....	30 00
Feed flour, per bag	1 75	1 85
Oats—		
No. 3, Ontario, outside points	....	0 48
No. 3, C.W.	....	0 56

WINNIPEG.

FLOUR AND CEREAL.—No change whatever has been struck in prices and still there is no change expected. Some improvement is noted in the quantity of grain being marketed. Millers are now almost unanimous in the opinion that the delay in producing the grain has not resulted so much because farmers were holding in the hope of getting higher prices, but because they have been so busy getting land under cultivation that they had no time for anything else. It is now certain that there will be a greater acreage next year than ever before.

Manitoba Wheat Flour—		Per bbl.
First patents	....	6 40
Second patents	....	5 80
Strong bakers'	....	5 10
Cereals—		
Rolled oats, per 80 lbs.	....	2 80
Oatmeal, fine, standard and gran'd, 98 lbs	....	2 80

Donations totalling 1,250 barrels of flour manufactured in the Canadian North-West were received by Hector Prudhomme, treasurer of the Belgian Relief Fund, Montreal, last week. Three cars of the donation were shipped by the Robin Hood Milling Company, and the other two cars from the Strome Milling Company of Strome, Alta.

Fruit and Vegetables

Grape Fruit Are Very Cheap; Lemons Firmer

Price of Former About $2.00 Less Than a Year Ago—Shipments of Lemons Coming Slower—Apples Somewhat Firmer—A Better Demand for Fall Vegetables at Lower Prices.

MONTREAL.

FRUIT.—Prices on apples are firming, particularly McIntosh Reds and Fameuse, which are $1 and 50c a barrel higher than last week, respectively. This is unusual, as towards the close of navigation apples are often rushed down from Ontario to take advantage of low freight rates, resulting in a weaker market. However, there has been an exceptional demand of late for the above varieties, which no doubt accounts for firm market. Baldwin's, Russetts and Spys have arrived on the market. Cranberries are selling at about the same price, but the demand is not exceptional. The lemon market is very firm, lemons being seemingly scarce. First arrivals of Malaga grapes in kegs were received this week, worth $5. The price is about the same as in 1913. Oranges are up in price to $4 per box, due to the California crop of Valencias being almost exhausted.

Apples—		
Baldwins, No. 1, bbl.	....	3 00
Spys, No. 1, bbl.	....	3 25
Russets, No. 1, bbl.	....	3 25
Greenings, No. 1, bbl.	....	3 00
Fameuse, No. 1, bbl.	....	4 00
McIntosh Reds, No. 1, bbl.	....	4 50
No. 2, all varieties, 50c less per barrel.		
Bananas, crate	2 00	2 25
Cranberries, bbl.	5 00	7 00
Grapefruits, Jamaica, case	....	3 00
Grapes, Cal., box	....	2 40
Grapes, Can., small basket	0 17	0 20
Lemons, Messinas—		
Extra fancy, 300 size	....	3 50
Limes, small boxes	....	1 25
Oranges—		
Cal. late Valencia, 150-176-200-216	....	4 00
Cal., 100-126-150-288 size box	....	4 00

VEGETABLES. — Principal demand is for celery and potatoes. Artichokes move slowly, and are 25c per bag cheaper. American beans took a jump, owing to scarcity in the States, advancing from $2.25 per basket to $3-$4. There are lots of cabbage on the market, and if demand were good, price would be higher. They are bringing 25-50c. Cauliflowers are scarcer, and slightly dearer. American cucumbers are coming in, selling $1.50 per doz., Canadians being done. American celery being brought in; brings $3-$4. There is lots of local celery yet, but not so good as American. Bags of red onions, 75 lbs. and less to the bag, bring $1.50. Peppers are not too plentiful here, but lots coming in from the States. If there is plenty of spinach on the market, it sells 25c per box, otherwise it is 50c. Little demand for hothouse tomatoes at 18c to 25c.

Artichokes, bag	....	1 25
Beans, American, basket	3 00	4 00
Beets, bag	0 40	0 50
Cabbage, per dozen	0 25	0 50
Carrots, bag	0 50	0 60
Cauliflower, dozen	....	1 00
Cucumbers, doz.	....	1 50
Celery, crate	3 00	4 00
Egg plant, per dozen	1 75	2 00
Lettuce, head, per box	1 50	1 75
Curly lettuce, per box	....	1 25
Onions—		
Spanish, per case	....	3 00
Spanish, per ½ case	....	1 75
Native, per doz. bunches	0 30	1 00
Red, 75-lb. bags	....	1 50
Parsnips, bag	....	0 75
Parsley, doz. bunches	0 10	0 20
Peppers, green, 3½ qt. basket	....	0 50
Potatoes—		
Montreal, bag	0 65	0 75
Potatoes, sweet, Jersey, hpr.	1 50	1 75
Spinach, Montreal, in boxes	0 25	0 50
Turnips, bag	0 50	0 75
Tomatoes, hothouse, lb.	0 18	0 25
Watercress, doz.	....	0 40

TORONTO.

FRUIT.—Fruit market closed last Saturday and dealers are now in usual winter quarters. Business in domestic fruits is now largely over with the exception of apples and other late varities. Grapefruit are very cheap this year, being about $2 a case under the figure quoted a year ago. This should mean big business in this line. Valencia oranges are about the end and some navels are being sold with the prospects for Floridas being in shortly. Several cars of South American oranges have been brought in to fill up the gap between the seasons. Lemons are inclined to be firmer on account of difficulty in getting shipments forward. Messinas are now being sold generally, as Verdillas are about done. Some Canadian grapes are still being sold, but the end of the tomatoes has just about been reached. There are some cheap cranberries of second quality being sold under $5 barrel.

Apples—		
Wagners	....	2 50
Greenings	2 25	2 50
Kings	2 50	2 75
Baldwins	2 00	2 50
Spies	2 75	3 00
Seeks	2 25	2 50
Canada Reds	2 25	2 50
McIntosh Reds	2 25	2 50
No. 2s, 40-50c less.		
Bananas, per bunch	1 50	2 00
Cantaloupes—		
Colorado, crate	....	1 75
Cocoanuts, sack	....	3 75
Cranberries	6 50	....
Grapes—		
Canadian, 6-qt. bkts.	0 16	0 20
Tokays	1 90	2 00
Malaga, barrel	4 50	5 50
Oranges—		
Navels	3 25	3 75
California, late Valencias	3 00	3 65
Lemons, Messinas	4 00	4 50
Limes, per 100	....	1 25
Pears—		
California, box	....	3 25
Canadian, late varieties	0 40	0 50
Pineapples, Porto Rico, case 10	....	4 50
Quinces	0 60	0 75
Grape fruit	3 10	3 25

VEGETABLES.—A little better business is reported in vegetables. People generally seem to be buying for winter supply and this helps things along. Beets, carrots, parsnips and other hardy vegetables are a few cents cheaper. Ontario potatoes are also cheaper, selling at 60c to 65c a bag, while Delawares are firmer at 75c to 80c. Cauliflowers are being sold at lower figures.

Beets, Canadian, bag	0 62½	0 65
Beans, Canadian, basket	0 25	0 35
Cabbage, Canadian, dozen	0 35	0 40
Carrots, bag	0 62½	0 65
Cauliflower, doz.	0 50	0 75
Citrons, doz.	....	0 75
Egg Plant, 11 qt. basket	0 25	0 35
Cucumbers—		
Slicing	....	0 25
Medium pickling sizes	0 35	0 75
Gherkins	0 35	0 50
Celery, California, case	3 50	....
Corn, per doz.	0 10	0 12½
Mushrooms, per lb.	0 60	0 75
Water Cress, 11 qt. basket	....	0 50
Onions—		
Spanish, big crate	3 00	3 15
Can., 75-lb. bags	0 95	1 00
Green peppers, basket	0 35	0 40
Red peppers	....	0 40
Potatoes, Delaware	0 75	0 80
Potatoes, Canadian, bag	0 60	0 65
Parsley, basket, 11-qt.	0 30	0 35
Pumpkins	0 10	0 20
Tomatoes, Canadian, basket	0 20	0 30
Turnips, bag	....	0 50
Sweet potatoes, hamper	1 35	1 50
Squash, Hubbard, doz.	....	0 75
Lettuce, box	....	2 00
Parsnips, Canadian, bag	0 65	0 70
Persimmons, California, crate	....	2 50
Pommegranates, doz.	....	0 75

Wm. DeYoung, of the grocery firm of Allan & DeYoung, Port Colborne, Ont., has volunteered for service with the second Canadian contingent. Mr. DeYoung was drill instructor in the Canadian Naval Service for four years, being on active duty as gunner on the cruiser Canada of Halifax, and the Vigilant on the Great Lakes.

Fish and Oysters

Frozen Stocks Are Now Going to the Trade

This Should Help Business, Particularly in Quebec, Where a License Must be Held to Sell Fresh Fish, but Not Frozen — Weather Still Too Warm for Brisk Business.

MONTREAL.

FISH AND OYSTERS.—There is a scarcity of halibut this week owing to storms on the coast. Price remains the same. Dealers have some nice frozen stock to take the place of fresh should the latter run out. Haddock and cod are in good supply. Whitefish and dore remain scarce, the price for which was raised a week ago. Lake trout is in good supply, but the season will be over this week, after which dealers will handle frozen fish. As in Quebec Province grocers are not allowed to handle fresh fish without paying a butcher's license, their chance to handle frozen fish is now at hand. Mackerel is coming in freely, and is cheap at 10c, and of good quality. Skinned bullheads and perch are fairly plentiful, and there is a good demand for all kinds of boneless fish, as well as salt herring, salmon and green cod fish. Country dealers just now are laying in a supply before navigation closes. The demand is good for all kinds of smoked fish. There is a good demand for bulk oysters, and the weather is now favoring this business. Shelled stock—Malpeques and Cape Cods—is going well, and the supply is fair. Former are selling $7 to $10 per bbl., and the latter in large barrels for $9.

TORONTO.

FISH AND OYSTERS.—Frozen halibut is now being sold in the Toronto market at 9c and 10c a pound, and frozen qualla salmon will be in in a few days; there is no price on the latter as yet. Business is only fair, the unusually warm and open weather not being favorable to a brisk demand. This is particularly true with regard to smoked and cured varieties. Oyster business continues rather slow, although there has been some improvement of late.

FRESH FISH.

	Montreal	Toronto
Halibut, fancy express, per lb.	0 12	0 12
Haddock, fancy, express, lb.	0 06	0 07
Steak cod, fancy, express, lb.	0 08	0 08-0 09
Market cod, per lb.	0 05	....
Flounders, fancy, express, lb.	0 08	0 08
Gaspe salmon	0 14	....
B. C. salmon	0 14	0 14
Filled salmon	0 15	....
Dressed bullheads, per lb.	0 10	0 10
Whitefish, per lb.	0 12	0 12
Lake trout, per lb.	0 11	0 11
Bluefish, per lb.	0 15	0 12
Herrings, per 100 count	2 00	....
Herring, lb.	....	0 07
Dore, per lb.	0 12	0 12
Mackerel, per lb.	0 10	....
Sea bass, per lb., black	0 11	0 15
Pike, per lb.	0 08	0 06 0 07
Perch, per lb.	0 10	0 06 0 07
Carp	0 09	....
Eels	0 09	0 10
Pickerel	0 11	0 11
Smelts, lb.	0 12	0 12

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.	.07½	.08-.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½	.08-.09
Haddies, fillets, per lb.	.11	.12
Haddies, Niobe, boneless, per lb.	.09	...
Herring, Ciscoe	1.80	.12
St. John boaters, 100 in box	1.00	1.20
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.20	...
Smoked boneless herrings, 10-lb. box	1.20	...
Kippered herrings, selected, 60 in box	1.30	1.25-1.60
Smoked salmon, per lb.	.25	.23
Kippered herrings, ordinary, 60 in box	1.10	1.25
Ciscoe herrings, basket of 15 lbs.	1.75	1.80
Smoked halibut	....	.20

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.....	.12
Red, steel heads, per lb.	.12-.13	.12-.13
Red, sockeyes, per lb.	.10-.11	.11
Red, Cohoes or silvers, lb.	.10	.11
Pale, qualla, dressed, per lb.	.07-.07½	.07½-.08
Halibut, white western, large and medium, per lb.	.07¼-.08	.09
Halibut, eastern chicken and medium, per lb.	.09	.10
Mackerel, bloater, per lb.	.07-.08	.09
Haddock, medium and large, lb.	.05½-.06	.07-.08
Market codfish, per lb.	.05-.05¼	.07-.08
Steak codfish, per lb.	.06¼-.07	.09
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.16-.17	.15
Smelts	.....	.10

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.10-.11	.10
White fish, small tulibees, per lb.	.06½-.07	.07
Lake trout, large and medium, lb.	.11-.12	.12
Dore, dress or round, lb.	.09-.10	.09-.10
Pike, dressed and headless, lb.	.06½-.07	.07
Pike, round, per lb.	.06-.06½	.07-.08

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	....
Salmon, Labrador, bbls., 200 lbs.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	7 50	....
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	12 00	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	6 50
Mackerel, N.S., bbls., 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	5 75	6 25
Herrings, Labrador, half bbls.	3 10	3 25
Herrings, Nova Scotia, bbls.	6 00	6 25
Herrings, Nova Scotia, half bbls.	3 10	3 40
Lake trout, half bbls.	....	8 00
Quebec sardines, bbls.	5 00	....
Quebec sardines, half bbls.	2 75	....
Tongues and sounds, per lb.	0 07½	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imp'ted milkers, hf bbls	7 00	....
Holland herrings, imp'ted milkers, kegs.	0 85	0 75-1 00
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs	0 75	0 70-0 95
Lochfyne herrings, box	1 35	....
Turbot, bbl.	14 00	....

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	....
Dried pollock, medium and large, 100 lb.	6 00	....
Dressed or skinless codfish, 100-lb. case.	7 50	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs. per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standards, solid meats, gal.	1 75	1 75
Standards, ordinary, gal.	1 50	1 65
Selects, per gal.	2 00	2 00
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 25	....
Best prawns, imp. gallon	2 00	....
Best shrimps, imp. gallon	2 25	....
Sealed, best standards, quart cans, each	0 50	....
Sealed, best select, quart cans, each	0 60	....

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Oysters, per gal.	1 65	2 10
Cape Cod shell oysters, per bbl.	9 00	....
Malpeque, shell oysters, selected J.A.P., per bbl	6 00	10 00
Malpeque, shell oysters, C.C.I., bbl.	11 00	....
Clams, per bbl.	6 00	....
Mussels, per bbl.	5 00	....
Live lobsters, medium and large, lb.	0 30	....
Boiled lobsters, medium and large, lb.	0 32	....
Soft shelled crabs, doz.	....	....
Winkles, bush.	....	....
Little Necks, per 100	1 25	....

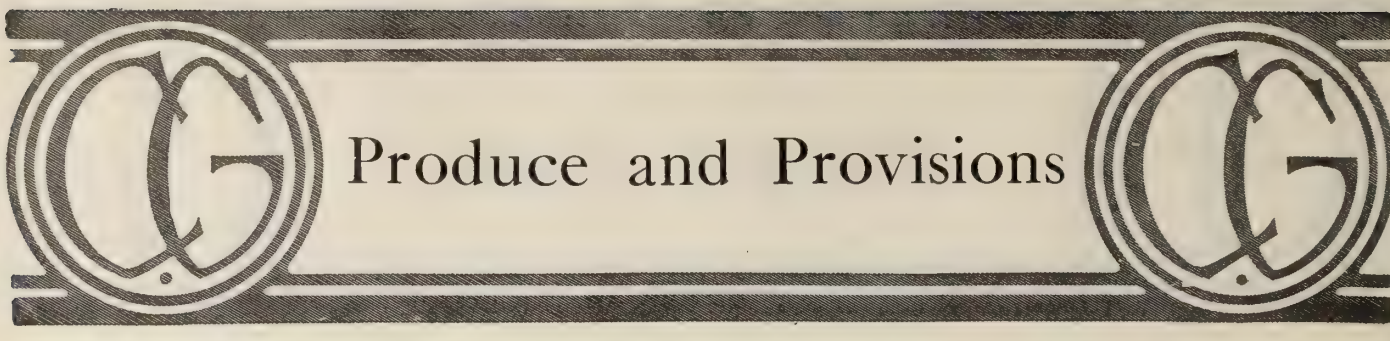
WINNIPEG.

FISH.—The cold weather which is really necessary to bring about a strong demand for this line, has hardly come. It is evident, however, that with November there will be a greatly increased demand. During the week there has just been one price change—fresh cod having dropped from 12½c to 10c per lb. For oysters the demand is improving.

Fish—		
Whitefish, per lb.	....	0 09
Pickerel	....	0 08
Trout	....	0 12½
Gold eyes	....	0 03½
Jackfish	....	0 04
Halibut	....	0 12
Salmon	....	0 15
Fresh sole	....	0 10
Fresh cod	....	0 10
Fresh smelts	....	0 11
Oysters, per gal.	....	2 75
Shell oysters, per cwt.	....	2 00
Shell oysters, per bbl.	....	17 00
Haddies	....	0 09
Haddies, fillets	....	0 12½

A NEW CEREAL FOOD.

The Roman Meal Co., manufacturers of Roman meal, a new cereal food, have located in Toronto at the establishment of the Campbell Milling Co., West Toronto. This food is made from whole wheat, whole rye and deodorized flaxseed. Dr. Jackson, the inventor of the food, is at the head of the company here. In the United States there are factories at Tacoma, Wash., and Duluth.



American Eggs Are Maintaining the Balance

Exports Will Continue to England as Long as Navigation is Open, but Big Supply Over the Border Will Prevent Undue Advance in Prices—Conditions Generally Quiet.

MONTREAL.

PROVISIONS.—The lard market is easier, especially the compound lard market, which went away down last week, cotton oil being sold at the lowest figure for years, owing to the big cotton crop and the lack of American export business. Prices in the provision market are steady, and the volume of business done is not big.

Hams—	**Per lb.**	
Medium, per lb.	....	0 19
Large, per lb.	....	0 18
Backs—		
Plain, bone in	....	0 24
Light, per lb.	....	0 22
Boneless	....	0 26
Peameal	....	0 27
Bacon—		
Breakfast, per lb.	0 19	0 20
Roll	....	0 17
Shoulders, bone in	....	0 15
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	....	0 27
Hams, roast, per lb.	....	0 30
Shoulders, boiled	....	0 27
Shoulders, roasted	....	0 28
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—	**Per bbl.**	
Heavy short cut mess	....	29 00
Heavy short cut clear	....	29 00
Clear fat pork	....	28 00
Clear pork	....	27 00
Lard, Pure—	**Per lb.**	
Tierces, 350 lbs., net	....	0 12¾
Tubs, 50 lbs. net	....	0 13½
Boxes, 50 lbs., net	....	0 13
Pails, wood, 20 lbs gross	....	0 13¼
Pails, tin, 20 lbs. gross	....	0 12¾
Cases, 10-lb, tins, 60 in case	....	0 13½
Cases, 3 and 5-lb. tins, 60 in case	....	0 13¾
Bricks, 1 lb., each	....	0 14
Lard, Compound—		
Tierces, 375 lbs., net	....	0 09½
Tubs, 50 lbs., net	....	0 10
Boxes, 50 lbs., net	....	0 10
Pails, wood, 20 lbs., net	....	0 10¼
Pails, tin, 20 lbs., gross	....	0 10¼
Cases, 10-lb. tins, 60 in case	....	0 11
Cases, 3 and 5-lb. tins, 60 in case	....	0 11
Bricks, 1 lb., each	....	0 12
Hogs—		
Dressed, abattoir killed	11 50	12 00

BUTTER.—The market eased up last week, but prices remain about the same, finest creamery bringing 29c to 30c. The amount of business done is not big.

Butter—		
Finest creamery, new milk	0 29	0 30
Dairy butter	0 24	0 25

CHEESE. — Market is quiet, and prices remain about the same as last week. Was a little easier early in the week.

Cheese—		
New make	0 16	0 17
Old specials, per lb.	0 18	0 19
Stilton	0 18	0 19

EGGS.—The increased demand for eggs for export has strengthened the market considerably, the price for new-laids jumping from 36c to 41c during the week. Prices for No. 1's and selects jumped a cent each. The fact that eggs are getting scarce is also affecting market considerably.

Eggs, case lots—		
New laids	....	0 41
Selects	....	0 31
No. 1s	....	0 28
Splits	....	0 20

HONEY.—Dealers are selling honey right along, and there is no change in the market.

	White Clover per lb.	Buckwheat per lb.
Honey—		
Barrels	0 11½	0 08½
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12½	0 10
Comb, 13-14 oz. section	0 17—0 17	0 14—0 15

TORONTO.

PROVISIONS.—Business is only fair, but comparatively satisfactory under the existing conditions and with unseasonable weather prevailing. The hog market is still easier than a week ago, and there is a reduction of a cent on backs and cooked meats, while pure lard has slumped a quarter cent pound.

Hams—		
Light, per lb.	0 18	0 18½
Medium, per lb.	0 17½	0 18
Large, per lb.	0 16½	0 17
Backs—		
Backs, per lb.	0 21	0 22
Boneless, per lb.	0 22	0 23
Pea meal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll, per lb.	0 14½	0 15
Shoulders, per lb.	0 13½	0 14
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14	0 14¾
Cooked Meats—		
Hams, boiled, per lb.	0 25	0 26
Hams, roast, per lb.	0 25½	0 26½
Shoulders, boiled, per lb.	0 20	0 21
Shoulders, roast, per lb.	0 20	0 21
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 00	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 12	0 12½
Tubs, 60 lbs.	0 12¼	0 12½
Pails	0 12¾	0 13
Tins, 3 and 5 lbs., per lb.	0 13	0 13½
Bricks, 1 lb., per lb.	0 13¾	0 14½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09¼	0 09¾
Tubs, 50 lbs., per lb.	0 09½	0 10
Pails, 20 lbs., per lb.	0 09¾	0 10½
Hogs—		
F.O.B., live, per cwt.	....	6 90
Live, fed and watered, per cwt.	....	7 15
Dressed, per cwt.	10 75	11 75

BUTTER.—Situation shows no change for the week except that things are if anything more quiet. There seems to be a supply about equal to the demand, and there has been no change in the prices.

Butter—		
Creamery prints, fresh made	0 29	0 31
Separator prints	0 27	0 28
Dairy prints, choice	0 26	0 27
Dairy, solids	0 22	0 24
Bakers	0 18	0 20

CHEESE.—Market here is also very quiet, with prices generally holding firm, although there is an easier tendency noted at outside points.

Cheese—		
Old, large	0 17¼	0 17½
Old, twins	0 17½	0 18
New, large	0 16¼	0 16½
New, twins	0 16½	0 16¾

EGGS.—Export demand for eggs continues, and there are large consignments going forward. It is expected that this demand will continue until the close of navigation. Were the trade depending upon this country alone to make up this supply there would be a big shortage in the market, but it must be remembered that there is the American market to maintain the balance, and at the moment the market in the States is very top heavy. It is reported that there are between 500,000 cases and 600,000 cases of a surplus, and this should prevent further increases to a large extent, although during the week there has been a firmer demand for strictly fresh, and the price has advanced with some dealers.

Eggs, case lots—	**Per dozen.**	
Strictly new laid, in cartons	0 35	0 38
Selects	0 31	0 32
Straights	....	0 29
Trade eggs	....	0 25

POULTRY.—There is a small demand in this market, and the shipments are not heavy. What stock is coming is in very poor condition, and is not worth a high price. Figures quoted should be increased 1c to 2c to estimate selling price.

Fresh Stock—	**Live.**	**Dressed.**
Fowl	0 08—0 10	0 14
Spring chicken, lb.	0 10—0 11	0 13
Turkeys, young	0 15	0 18
Turkeys, old Tom	0 13	0 15
Ducklings	0 08—0 10	0 14
Ducks	0 08—0 10	0 14—0 15
Geese	0 08—0 09	0 12—0 14

HONEY.—Market is very quiet, and continues without any important change.

Honey—		
Clover honey, bbls., per lb.	0 11	0 11½
60 lb. tins	0 12	0 12½
20 lb. tins	....	0 12

5-10 lb. tins	0 12½	0 13
2½ lb. tins	0 13	0 13½
Comb	2 40	2 50

WINNIPEG.

FRUIT.—The week has seen much larger buying, a fair demand being felt for apples, and a large demand for pears and California grapes. Apples are now considerably firmer. Many of the fruit men suffered losses on fall lines and are keeping their stock of winter apples exceedingly low to avoid any further losses. The result is a supply hardly equal to demand, and quotations are 50c up, barrels now moving to the dealer at from $3.75 to $4. Box apples, on the other hand, have fallen off 25c in price. There seems no real reason for this except that they would not move at $1.75 and so were put down to $1.50. Ontario grapes are off the market. For Tokays, as has been said, the demand is good, but prices weakened, general quotations now being $2.25.

Apples—		
Washington	....	1 25
Apples, bbls.	3 75	4 00
B.C. box apples	....	1 50
Cranberries, bbl.	....	7 75
Bananas, lb.	....	0 04½
Lemons—		
California	....	5 50
Messina	....	5 00
Oranges, California Valencias	....	4 00
Pears	3 00	3 50
Pears, Michigan, in bbls.	4 50	4 75
Grapes—		
California Tokay	2 25	

VEGETABLES.—For sweet potatoes there is a very heavy demand, and as was the case last week, the supply is entirely inadequate. As a matter of fact, there are hardly any sweet potatoes on the market, and a couple of cars coming in next week are already sold. B.C. celery continues to move well as do onions. California onions have fallen off somewhat in price, being now quoted at $1.75.

Celery, B.C.	....	0 07
Head lettuce, Minnesota, hampers	....	3 50
Onions—		
California, 100-lb. sacks	....	1 75
Valencia, per case	....	4 00
Parsley, per doz. bunches	....	0 40
Sweet potatoes	....	4 50
B. C. celery, per case	....	6 50

IS THIS BUSINESS?

A story was told in Canadian Grocer recently of a merchant (who got the reputation for being live) who had on his counter a revolving device for displaying samples of biscuits, and on being asked whether he sold many, replied that he did not for the simple reason that he did not carry them. He did not know where the advertising device had come from.

A man walked into a store the other day and, seeing a card hanging up advertising ——— toffee, asked for some. The merchant replied that he did not carry it. Attention was drawn to the card. He said he did not know where it came from, as the traveler had not called upon him.

It was about time he did carry it.

Foolish Talk About Grape Fruit

Toronto Star Editorial Makes Statements Which Show the Entire Ignorance of the Writer on the Subject — No Stocks Were Carried Through the Summer.

As an example of the unjust criticisms which are being continually directed at the grocery trade by editorial arm-chair critics of the daily press, the item "Left-Over Grapefruit" which appeared recently in the Toronto Daily Star editorial columns is a masterpiece; as an instance of the ignorance of some of these writers of the subjects upon which they endeavor to mould public opinion it is a revelation.

In caustic terms this writer sets forth in part: "The customer who buys it thinking that he is getting new fruit, like the snow apples that blush alongside, discovers his error when he tries to eat the grapefruit. Its exterior is handsome. Inside it is a fraud. Its seeds have begun to sprout; its juices to dry up; its meat is stringy. These goods, instead of being sold off cheaply last season when the season ended, seem to have been put into cold storage, kept all summer, and now, through the retailers, are being palmed off on the public when the prices are good."

Here are some of the errors the writer has made:

The grapefruit now being sold was not carried over the summer.

There has been none of last season's fruit on the market since early this summer.

Grapefruit will not stand cold storage; dealers prefer to have their shipments come up from Florida without ice.

The fruit when kept in cold storage spots on the outside and is not affected at the core.

The supply last season was short and it was known in the spring that there would be a big crop this fall.

Grapefruit to-day is $2 a case cheaper than it was at this time last year and $1 a case cheaper than in the spring. And what is more, futures could have been bought last February at these lower prices.

The whole situation, as outlined by this writer, is wrong in every aspect; it is a grave injustice to the trade. What he alleges would be neither a possible proceeding or a plausible one from a business standpoint. In the first place, the fruit would not stand the cold storage, and in the second, it would have meant a loss of at least $1 a case, which the dealer would know at that time if he were in touch with the market. In February, futures were being sold in the market for more than $1, the then prevailing price.

When the writer states that the fruit is of fine appearance and rotten at the core he shows his further ignorance of the subject. Grapefruit in cold storage spots on the outside. The complaint referred to is known as stem end waste, and the matter has had the attention of importers. Exporters claim that there is no way of knowing when fruit may be affected in this manner. Some samples from one orchard will be affected, and others will be in fine condition.

As to price, wholesalers are to-day paying $2.50 for their fruit, as compared with $4.50 to $4.65 paid a year ago at this time. This does not look as though it would have been a good business proposition to carry stocks over and pay the storage.

If there is any single statement or observation in the Star item that has not been shown to be far from the facts of the case Canadian Grocer cannot find it.

POTATOES ON CITY LOTS.

Department of Agriculture Would Use Vacant Lands in Toronto.

The Provincial Department of Agriculture has a proposal to utilize vacant building lots in Toronto for growing potatoes. Superintendent Wilson says:

"There are 10,000 lots that will average a quarter acre in each and contiguous to Toronto that will not be required for building for many months to come. Much of this land is in sections where the very best market gardens flourished not long ago. The city should make provision for the use of this land.

"This department will undertake to arrange for the plowing of the ground, and the city should take advantage of the present prices of potatoes and purchase a sufficient quantity to seed the vacant land while they can be secured at 50 cents a bushel. This seed can be stored, and sold in the spring, if it is not required, for more than it is worth now. The parties to whom the seed is given should either pay for it or make an agreement to return not only the same amount of potatoes they secured from the city, but a certain amount more, according to the crop."

Canadian made,
from Canadian-grown wheat

THE ONLY CANADIAN MACARONI

HIRONDELLE

(Swallow)

"L'Etoile" Brand

MACARONI

Manitoba hard wheat is the finest in the world, containing as it does 4% more protein than any other.

The flour made from this wheat is used exclusively in the manufacture of the Canadian-made Macaroni, **Hirondelle** and **L'Etoile.**

There is now no need to import either Macaroni or wheat for its manufacture. The finest quality of Macaroni is now made in Canada, making a greater home market for her wheat, giving labor to her sons and daughters.

Encourage Home Industry by pushing Hirondelle and L'Etoile Macaroni. Ask your jobber.

C. H. Catelli, Limited

Montreal

AGENTS

Tees & Persse, Limited, Winnipeg
C. C. Mann, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs.	$ 2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 80
No. 10 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 30
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs.	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER

Sizes	Per doz.
Royal—Dime	$ 0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 55
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—when packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books.	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN.	Per case.
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	$2 88
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	3 30
King's Food, 2 doz. to case, weight 95 lbs.	5 20
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 30
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 30

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars.	Per doz.
Strawberry, 1914 pack	$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies	
Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade	
Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

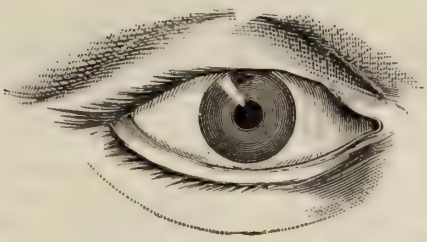
COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 85
Soluble bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).	
Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35



Mr. Manufacturer,

Keep your eye on the West

Don't overlook the big trade possibilities in this fast-growing country. Get your goods before the buyers. We are in close touch with the trade and can put your lines in solid.

Our many representatives throughout the three Provinces make daily calls —nothing is missed. We get the business for you and deliver the goods promptly from our six large warehouses in the various centres.

Let us advise of the Western prospects of your line—drop us a card for particulars and terms.

Nicholson & Bain,

Wholesale Commission Merchants and Brokers

Head Office: Winnipeg, Man.

Branches: Regina Saskatoon Edmonton Calgary Vancouver

A tip on the side, Mr. Grocer



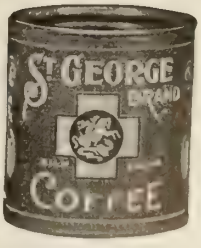


Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

St. George Brand Coffee, 2 doz. in case	**$4.80**
St. George Evaporated Milk, 4 doz. in case	**3.60**
Banner Condensed Milk, 4 doz. in case	**5.25**
Princess Condensed Milk, 4 doz. in case	**4.50**
Premier Machine Skimmed, 4 doz. in case	**3.80**





Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

ST. GEORGE, ONTARIO

WHITE SWAN

Who Gets Blamed

when the baking turns out wrong?

Ten chances to one the housewife will blame the flour, the oven, will even blame you for selling her what she believes was poor goods.

BUT, the most likely cause of her trouble is the Baking Powder. If the Baking Powder is not of the best the baking will be ruined and you'll get the blame.

Avoid all this trouble by selling only the best powder.

White Swan Baking Powder is the oldest, purest and absolutely the most satisfactory baking powder offered to the Canadian housewife. It positively contains no alum, and for that reason is highly recommended by authoritative physicians, as the best baking powder for kitchen use. In cakes or pastry in which it is used, it leaves a pure, healthful, bone-forming residue.

For over 17 years it has given perfect satisfaction, and has our unqualified recommendation.

It is "Made in Canada," sealed and guaranteed with the Government form of warranty which absolutely protects both your customer and *you*.

Size.	No. of doz. to case.	Price per doz.	Shipping weight per case.
			Lbs.
5c. Tins	4	$0 40	10
4 oz. Tins	4	65	20
6 oz. Tins	4	90	25
8 oz. Tins	4	1 30	35
12 oz. Tins	4	1 60	48
16 oz. Tins	4	2 25	70
3 lb. Tins	2	5 00	85
5 lb. Tins	1	9 50	80

Tear out and mail this page, marking on the margin the quantity you want. Your order will receive prompt and careful attention. Or, if you want our salesman to call, just say so.

WHITE SWAN SPICES AND CEREALS, LIMITED
TORONTO, ONTARIO

Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 00
Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 24 bars per box	0 85

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 30
Navy chocolate, ½'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ½'s	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case.
Eagle Brand, each 4 doz.	$ 6 25
Reindeer Brand, each 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 60
Gold Seal Brand, each 4 doz.	5 60
Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each, 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. tins, 2 doz. to case, weight 35 lbs.	39
1 lb. tins, 4 doz. to case, weight 80 lbs.	38

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb. tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, per lb.	27

Shipping weight, 50 lbs. per case.

MINTO BROS.

MELAGAMA COFFEE.

	Whol.	Retl.
1s, ½s, Grd.	25	30
1s, ½s, B. & G.	32	40
1s only, B. & G.	35	45
1s, ½s, B. & G.	38	50

Packed in 30 and 50-lb. cases.
Terms net 30 days prepaid.

(MINTO COFFEE (Bulk)

M Bean or Gr.	38
I Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	28
Spec. Grd. Compound	25

Packed in 25 & 50-lb. tins.

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	$1 15
2 oz. bottles, per doz., weight, 4 lbs.	2 20
2½ oz. bottles, per doz., weight 6 lbs.	2 50
4 oz. bottles, per doz., weight 7 lbs.	4 00
8 oz. bottles, per doz., weight 14 lbs.	7 50
16 oz. bottles, per doz., weight 23 lbs.	14 40
32 oz. bottles, per doz., weight 40 lbs.	28 80
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE

Special Delivered Price for Canada

	Per doz.
½-oz. (4 doz. case) weight 9 lbs., retail each 15c.	$1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each $1.50.	13.00
Pint (1 doz. case), weight 29 lbs., retail each $3.	25 00
Quart (1 doz. case), weight 53 lbs., retail each $5.50.	47 75
Gallons, each, retail each $20	17 15

SAFETY FIRST!

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on general business conditions that may affect the earnings of enterprises in which you are interested.

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(of Canada)

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Please enter me as a regular subscriber, commencing at once. I [am enclosing / will forward] one dollar to pay for my subscription for first four months.

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ADDRESS.....

(C. G.)

In Every Drop of MAPLEINE

we have put the quality that gives lasting and delightful flavor.

Order yours from

Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont., Can.

Mason & Hickey, 287 Stanley St., Winnipeg, Man., Can.

CRESCENT MFG. CO.
SEATTLE, WASH.



OAKEY'S WELLINGTON KNIFE POLISH



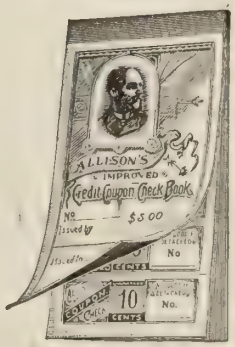
JOHN OAKEY & SONS, LIMITED,
LONDON . ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermed St., Winnipeg.

20th Century Retailing DEMANDS the use of

ALLISON COUPON BOOKS



You can't get away from credit business without driving away trade. And if you don't use **Allison Coupon Books** you are bound to lose some money on credit accounts. Allison Coupon Books make credit business "good as gold."

HERE'S HOW THEY WORK:

When a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No passbooks, no charging, no time wasted, no errors, no disputes.

For Sale Everywhere by Jobbers.

ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.



By Special royal permission.

You'll find it easy and very profitable to sell "King Oscar" Brand Sardines

These zesty Norwegian Sardines hit the popular taste wherever they are introduced. Being widely advertised the dealer has little trouble in making the initial sale, and the first sale makes for more sales. The people enjoy the deliciousness.

Ask your wholesaler for prices.

Canadian Agents

J. W. Bickle & Greening

(J. A. Henderson)

Hamilton, Ontario

Below are the prices fixed by the

British Columbia Packers Association
VANCOUVER, B.C.

for **Maple** and **Clover Leaf** Canned Salmon, which came into force on **Monday, Sept. 21st last.**

LESS THAN 5 CASES.	Doz.	5 CASES OR MORE. All One Brand.	Doz.
1 lb. talls, cases each 4 doz.	$2.52½	1 lb. talls, cases each 4 doz.	$2.50
1 lb. flats, cases each 4 doz.	2.72½	1 lb. flats, cases each 4 doz.	2.70
½ lb. flats, cases each 8 doz.	1.57½	½ lb. flats, cases each 8 doz.	1.55

TERMS: Net, 30 days time, no discount for prepayment.

APPLES

WE OFFER

1,000 Barrels first-class Fall and Winter Apples —all from sprayed orchards.

O. E. Robinson & Co., INGERSOLL ONTARIO

GELATINE.

Knox Plain Sparkling Gelatine (2-qt. size), per doz.. 1 30
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz..... 1 30
Cox's Instant Powdered Gelatine (1-qt. size), per doz. 1 10

W. CLARK, LIMITED, MONTREAL.

Compressed Corned Beef, ½, $1.75; 1, $3.00; 2, $5.50; 6, $17.00; 14, $45.00.
Roast Beef, ½, $1.75; 1, $3.25; 2, $6.25; 6, $18.00.
Boiled Beef, 1, $3.25; 2, $6.25; 6, $18.00.
Jellied Veal, ½, $1.75; 1, $3.25; 2, $5.00; 6, $18.00.
Corned Beef Hash, ½, $1.75; 1, $2.25; 2, $3.35.
Beefsteak & Onions, ½, $1.75; 1, $3.25; 2, $6.00.
Cambridge Sausage, 1, $3.00; 2, $5.00.
Boneless Pigs' Feet, ½, $1.75; 1, $2.50; 2, $5.00.
Lambs' Tongues, ½, $2.50.
Sliced Smoked Beef, Tins, ½, $2; 1, $3.25.
Sliced Smoked Beef, Glass, ¼, $1.50; ½, $2.30; 1, $3.50.
Tongue, Ham and Veal Pate, ½, $1.30.
Ham and Veal Pate, ½, $1.20.
Potted and Devilled Meats, Tins —Beef, Ham, Tongue, Veal, Game—¼, 50c.; ½, $1.00.
Potted Meats, Glass — Chicken, Ham, Tongue, ¼, $1.50.
Ox Tongues—Tins, ½, $2.75, 1, $6.00; 1½, $9.00; 2, $10.50.
Ox Tongues—Glass, 1½, $10.00; 2, $12.00.
Mincemeat—Hermetically sealed tins, 1, $1.25; 2, $1.95; 3, $3; 4, $4; 5, $5.
In Pails, 25 lbs., 8c. lb.
In Tube, 45 lbs., 7½c lb.
In Glass, 1, $2.25.
Plum Pudding, 1, $1.90; 2, $2.40.
Clark's Peanut Butter — Glass Jars, ¼, 95c.; ½, $1.40; 1 $1.85.
Clark's Peanut Butter—Pails 24 lbs., 15c. per lb.
Clark's Tomato Ketchup, 12 oz., $1.95; 16 oz., $2.40.
Pork & Beans, Plain Talls, 1, 60c; 2, $1; 3, $1.40; 6, $4.50; 12, $7.25.
Pork & Beans, Tomato Sc. Talls, 1, 60c; 2, $1.00; 3, $1.40; 6, $4.50; 12, $7.25.
Pork & Beans, Chili Flat, 1, 60c; 2, $1.00; 3, $1.15.
Pork & Beans, Tomato Flats, 1, 60c; 2, $1.00; 3, $1.15.
Pork & Beans, Plain Flats, 1, 60c; 2, $1.00; 3, $1.15.
Vegetarian Baked Beans, Tomato Sauce, Talls, $1.15.
Clark's Chateau Concentrated Soups, 95c.
Clark's Chateau Concentrated Soups, No. 1 Assorted, 95c.

EBY-BLAIN, LIMITED, TORONTO. ANCHOR BRAND.

Ammonia Powder— "Anchor"	Per case.
50 cases, 6 doz.	$2 50
10 cases, 3 doz.	2 50
5 case lots, freight prepaid, Ontario points	2 25

Baking Powder— "Anchor"	Per doz.
4 oz. tins, cases 4 doz.	0 67½
6 oz. tins, cases 4 doz.	0 90
8 oz. tins, cases 3 doz.	1 20
12 oz. tins, cases 3 doz.	1 65
16 oz. tins, cases 2 doz.	2 00
2½ lb. tins, cases 1 doz.	4 50
5-lb. tins, cases 1 doz.	8 40

Chocolate—Unsweetened— "Anchor"	
10c cakes, boxes 2 doz.	0 90
Cocoa—"Anchor"	Per doz.
10c tins, cases 4 doz.	0 90
	Per lb.
¼s, tins, cases 4 doz.	0 36
½s, tins, cases 2 doz.	0 35
1s, tins, cases 1 doz.	0 35

Coffee—"Anchor"	Per lb.
1 lb. tins, whole or ground, cs., 30 lb.	0 36
2 lb. tins, whole or ground, cs., 30 lb.	0 35

Cream of Tartar— "Anchor"	Per doz.
2 oz. pkgs., box 4 doz.	$ 0 90
3 oz. pkgs., box 3 doz.	1 35
¼ oz. pkgs., box 4 doz.	1 75
½ oz. pkgs., box 4 doz.	3 50
½ oz. tins, box 4 doz.	3 75
1 oz. tins, box 2 doz.	6 00

Flavoring Extracts—"Anchor"	
20c bottle	$ 1 15
½ oz. bottle	2 50
4 oz. bottle	4 00
8 oz. bottle	7 50
16 oz. bottle	14 40
32 oz. bottle	28 80
80 oz. bottle	60 00

Flour—Potato—"Anchor"	Per doz.
Cases 2 doz.	1 20

Icings, Prepared—"Anchor"	
10c pkgs., cases 3 doz.	1 00

Mustard, D.S.F.—"Anchor"	
50c tins, boxes 4 doz.	0 50
10c tins, boxes 4 doz.	0 95
	Per lb.
¼s, tins, boxes 12 lbs.	0 40
½s, tins, boxes 12 lbs.	0 39
1s, tins, boxes 12 lbs.	0 38

Rice, Special Grain— "Anchor."	Per doz.
Cases 2 and 4 dozen	0 90
"Anchor" Brand	Per case.
Shaker Table Salt, free running, cases 2 doz., case.	1 60

"GOLD MEDAL" COFFEE.

Whole or Ground—	Per lb.
½ lb. tins, cases 30 lbs.	0 37
1 lb. tins, cases 30 lbs.	0 36
2 lb. tins, cases 30 lbs.	0 35

"GOLD MEDAL" ROLLED WHITE OATS.

	Per case.
25c pkgs., cases 12 pkgs.	2 50

"KING" NAPHTHA BORAX WASHING COMPOUND.

5c pkgs., cases 50s	1 90
5c pkgs., cases 100s	3 75
10c pkgs., cases 3 doz.	3 50

"KOLONA" CEYLON TEA.

	Per lb.
40c black, green or mixed, ½ and 1 lb. pkgs.	0 30
50c black, green or mixed	0 35
60c black, green or mixed	0 42
80c black, green or mixed	0 55

	Per doz.
"Meat of Wheat" Breakfast Food, cases 2 doz.	1 45
"Wheat-Os" Breakfast Food, cases 2 doz.	1 45
	Per doz.
"Piccaninny" pancake and buckwheat	1 00

LAPORTE, MARTIN, LIMITED. MONTREAL. Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 qts., case.	6 00
Efficace	6 50
Neptune	7 00
San Rival	8 00

VICHY LEMONADE.

La Savoureuse, 100 pts., cse.	10 00

CASTILE SOAP.

"Le Soleil," 72 p.c. Olive Oil.	
Cs. 25 11 lb. bars, lb	0 10½
Cs. 200 3½ lb. pieces, cs.	5 50
Cs. 12 3 lb. bars, lb.	0 11

ALIMENTARY PASTES. BLANC & FILS.

Macaroni, Vermicelli, Spaghetti, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 08½
Box, 25 lb., loose	0 08

IMPORTED PEAS "Soliel."

	Per case
Sur Extra Fins, 40½ Flac, cs.	$11 00
Sur Extra Fins, 100 ½ kilo, cs.	17 00
Extra Fins, 50 1 kilo, cs.	15 50
Extra Fins, 100 ½ kilo, cs.	16 00
Tres Fins, 100 ½ kilo, cs.	14 50
Fins, 100 ½ kilo, cs.	12 50
Moyens, No. 2, 100 ½ kilo, cs.	10 00
Moyens, No. 3, 100 ½ kilo, cs.	9 00

MINERVA PURE OLIVE OIL.

Case—	
12 litres	8 00
12 quarts	7 00
24 pints	7 50
24 ½ pints	5 00
Tins—	
20s, ⅛ gal.	3 00

COWAN'S Perfection COCOA

is everybody's choice



We advertise it for you

You display it and it will sell itself

Your customers all know Cowan's Cocoa. Those who are not already using it will soon get the buying impulse from the newspapers, bill-boards, street-car cards and other advertising.

Put it on display to-day.

The Cowan Company, Limited, Toronto

B. CANNON & Co., Ltd.
LINCOLN, ENGLAND

PURE GELATINES

Prompt Shipments from
Stocks in Toronto and Montreal

SOLE AGENTS
FINEGAN & ELLIS
506 Board of Trade Bldg.
TORONTO

Fish and Oysters

Cold, Snappy Days
Bring the Demand.

Be Prepared

Remember you can't do business without the goods.

A full stock of saleable lines.

Whitco Brand Haddies. In a class by themselves.

Shredded Codfish Cod Steak
Labrador Herrings
Fresh and Frozen Halibut, Salmon, Whitefish and Trout
Kippers Bloaters Fillets

Oysters—Large and clean. Fresh daily.

A trial will convince you of the merits of our goods.

WHITE & CO., Ltd., Toronto

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F. O. B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63
	Per jar.
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

WHITE SWAN LYE

Single Cases, 4 doz.	$3 40
3 case lots, 4 doz.	3 30
5 case lots, 4 doz.	3 20

Shipping weight 50 lbs. per case.

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. $ 0.90

List Price.

JELL-O.

Assorted case, contains 2 doz 1 80

Straight.

Lemon, contains 2 doz	1 80
Orange, contains 2 doz	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz	1 50
Cherry, contains 2 doz	1 80
Peach, contains 2 doz	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz 2 50

Straight.

Chocolate contains 2 doz	2 50
Vanilla contains 2 doz	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz	2 50
Unflavored contains 2 doz.	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap. Packed 100 bars to case.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 20
Five cases or more	4 05

STARCH.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Boxes.	Cents.
Laundry Starches—	
40 lbs., Canada Laundry	.06¼
40 lbs., Boxes Canada white gloss, 1 lb. pkg.	.06¾
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs., No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs No. 1 white	.06¾
200 lbs., bbls., No. 1 white	.06¾
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water) per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch	.06½
(120-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06¾
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07¼
Barrels, 200 lbs.	.06¾
Kegs, 100 lbs.	.06¾
Lily White Gloss—	
1-lb. fancy cartons cases 30 lbs.	.07¾
8 in case	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08¼
Kegs extra large crystals, 100 lbs.	.07¼
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06½
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07¾
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07¾
(20-lb. boxes ¼c higher than 40's.	

ROYAL



A display of ROYAL BAKING POWDER means sure, steady sales

¶ If you will keep **ROYAL BAKING POWDER** prominently displayed in your store you will surely increase your sales. Your customers are constantly being told about the quality and purity of **ROYAL BAKING POWDER** through many advertising mediums, and when they **see it** displayed in your store it is the last reminder of the **proper baking powder to buy.**

¶ **ROYAL BAKING POWDER** is recognized as the **best** baking powder and the **best selling** baking powder, and in the end will pay you larger profits pound for pound than any other baking powder made.

ROYAL BAKING POWDER COMPANY, NEW YORK



It's the grocer who knows how to tickle his customers' appetites, you'll find is the most successful. And such grocers invariably select D.W.C. Spanish Olives as the highest in olive quality. Their delicious goodness not only makes satisfied customers, but continued profits. Will a single case do you for trial order? Write to-day.

ROWAT & CO.

Glasgow - Scotland

CANADIAN DISTRIBUTORS

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba, and the North-west; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

Fresh Pork Sausage

This is the Season for Sausages, and they are the very finest goods on the market. Prices are no higher than last year.

Let us book you up for regular shipments every day by express or as required.

Made under Government inspection.

F.W. Fearman Company LIMITED

HAMILTON

Fish—the most wholesome food



Why not supply your customers with the high quality Brunswick Brand Sea Foods? They are the select of the fishermen's catch and are prepared in the most modern factories on the Atlantic coast.

Our aim has always been to co-operate with the wholesale and retail grocers and to give the consumer a good article at a fair price.

Look over your stock, Mr. Grocer, and see what "Brunswick" lines you are short. Here is a list of our leaders:

¼ Oil Sardines,

¾ Mustard Sardines,

Kippered Herring,

Herring in Tomato Sauce,

Finnan Haddies
(Oval and round tins)

Clams,

Scallops.

Connors Bros., Limited

Black's Harbor, N.B.

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, 50; Chinese Washing Powder, 8 oz., 120 pack., per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, $7.20.

COW BRAND BAKING SODA.

In boxes only.

Packed as follows:	
5c packages (96)	$3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 / ½ lb. 60 } Packages, Mixed.	3 30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85
Barrels, 700 lbs.	3¾
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4¼
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	3 00
5-lb. tins, 1 doz. in case	3 35
10-lb. tins, ½-doz. in case	3 25
20-lb. tins, ¼-doz. in case	3 20

(5, 10 and 20-lb. tins have wire handles.)

CANNED HADDIES
"THISTLE" BRAND.
A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	$5 46
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.
Gingerbread Brand.
2s, Tins, 2 doz. to case.

Quebec, per case	$1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70

DOMOLCO BRAND.
2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case.	3 55
British Columbia, per case.	2 40

SAUCES.
PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz. cases, doz.	1 75

H. P.

	Per doz.
H. P. Sauce—	
Cases of 3 dozen	1 90
H. P. Pickles—	
Cases of 2 doz. pints	3 25
Cases of 3 doz. ¼-pints	2 20

STOVE POLISH.
JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 15

TEAS.
THE SALADA TEA CO.
East of Winnipeg.

	Wholesale.	R't'l.
Brown Label, 1s and ½s	.29	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.35	.45
Red Label, 1s and ½s	.41	.55
Gold Label, ½s	.49	.65
Red-Gold Label, ½s	.55	.80

ORANGE MARMALADE.
"BANNER BRAND" PURE FRUIT PRODUCTS.
JAMS AND JELLIES.

2's	$2 15
4's	0 35
5's	0 42
7's	0 60
30's, wood	0 08
12-oz. glass jar	1 15
Tumbler, glass	0 95

MARMALADE.

2's, per doz.	$2 30
4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
30's, wood, lb.	0 08¾
12-oz. glass jar, doz.	1 20
Tumbler, glass, doz.	1 00

Prices subject to change without notice.

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We pack in 60 and 100-lb. cases.
All delivered prices.
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	Whol.	Ret.
Red Label, 1s or ½s.	0 29	0 35
Green Label, 1s, ½s, ¼s	0 32	0 40
Blue Label, 1s, ½s, ¼s	0 37	0 50
Yellow Label, 1s, ½s, ¼s	0 42	0 60
Purple Label, ¼s only	0 55	0 80
Gold Label, ¼s only.	0 70	1 00

MINTO TEA.

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs.,	1 18

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EMPIRE BRANCH.

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Bobs, 6s and 12s, 12 and 6 lbs.	0 46
Currency, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 46
Stag Bars, 6s, ½ butts, 12 lbs., boxes 6 lbs.	0 45
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 67
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 67
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 67
Shamrock, plug, 7½s, ½ butts, 12 lbs., boxes 6 lbs.	0 57
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Proprietors
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HOLLAND RUSK COMPANY
HOLLAND, MICH.



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This is the Market Place of Progressive Grocers Throughout Canada

Use this page for making your wants known. You will find it most productive of replies, not replies written merely out of curiosity, but from parties genuinely interested in your proposition. Use it when you require a competent manager, salesman or a clerk for your store, when you want to dispose of second-hand fixtures, etc., or to sell or buy a business. Try it out. Send along your advertisement right now, someone will look down these columns next week for just such a proposition as you have to offer.

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Limited
Woodstock - Ontario

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barrels

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St. Nicholas
Puck
Queen City
Kicking
Messina Lemons

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Toronto

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The Canadian Grocer

Montreal Toronto Winnipeg Vancouver

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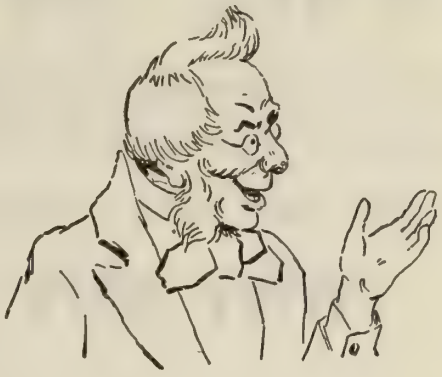
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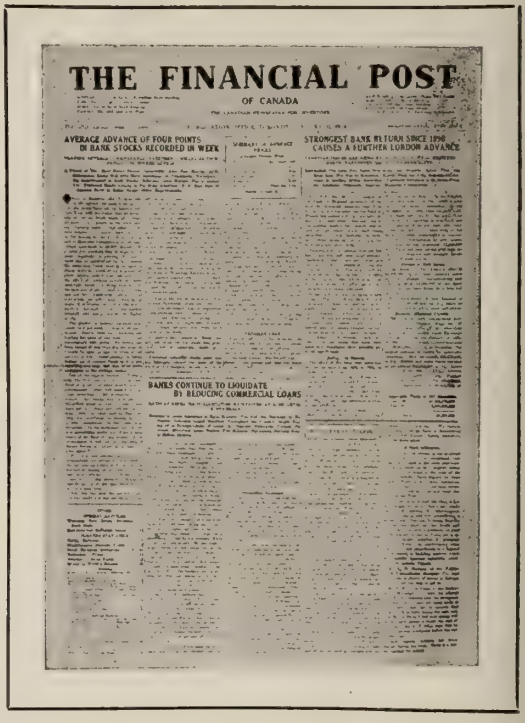
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FEATURE—ANOTHER CO-OPERATIVE ASSOCIATION FAILS.

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII PUBLICATION OFFICE: TORONTO, NOVEMBER 13, 1914 No. 46

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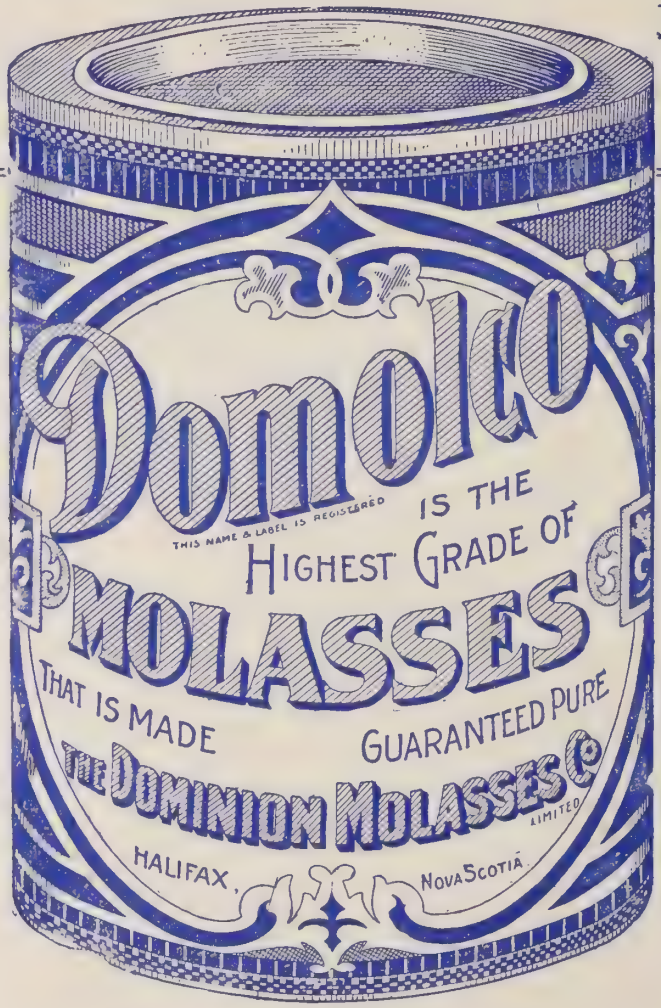
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ARTHUR P. TIPPET & CO.
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JAPAN TEAS are the most satisfactory for the Jobber, Retailer and Consumer. There are four distinct crops in a season. From the first picking to the last in fourth crop there are numerous grades and therefore numerous prices. Character and excellent cup quality throughout.

FURUYA & NISHIMURA

Montreal Chicago New York and Shidzuoka

They like to come for Symington's



the Coffee Essence that makes such delicious coffee without trouble, waste or delay; only boiling water need be added, and it's ready. Economical, too—40 cups of perfect coffee from one bottle.

SYMINGTON'S
Reg'd Trade Mark
COFFEE ESSENCE

is a proven seller everywhere. The liberal profit makes pushing it worth while. Order from your wholesaler to-day.

THOS. SYMINGTON & CO., Edinburgh and London

Agents: Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.



ARCTIC
Fish Case and Refrigerator

Keep your eye on this space for the big announcement of the **New Arctic Display Case** for fresh, frozen and cured fish—a real beauty, portable. Sells at a popular price and pays for itself in a very short time.

Watch for Announcement.

Now is the time to handle fish

John Hillock & Co., Limited
TORONTO

AGENTS:—Western Ontario: J. H. Galloway & Co., Hamilton. Saskatchewan: Western Butchers' Supply Co., Regina, Sask. Montreal: W. S. Silcock, 33 St. Nicholas St.



A Good Trade-winner

'Camp' Coffee is always of incomparable quality and fragrance. Once they try it, customers will come again — and regularly — for 'CAMP.'

'CAMP'
COFFEE

Be sure you have it in stock

Makers: R. Paterson & Sons, Ltd., Coffee Specialists, Glasgow

Preserved Purity



If you want to realize the utmost in Jam and Jelly sales why pamper adulterated or compound products? Handle the line of assured quality, of proven goodness, of undoubted popularity and demand—

E.D.S. Jams and Jellies

—absolutely nothing but the purest cane sugar and choicest Canadian fruit, preserved here in Canada, by Canadians, for Canadians. Write to-day.

E. D. Smith & Son
Limited
WINONA ONTARIO

AGENTS:

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A Trio of Leaders

Prepared with scrupulous care for thinking people—who know what they want.



Borden Milk Co., Limited
"Leaders of Quality"
MONTREAL
Branch Office: No. 2 Arcade Building
Vancouver, B.C.



Despite the high prices prevailing, the Demand and Consumption of

CANNED LOBSTERS

in the Dominion of Canada are increasing annually. The volume of pack is smaller.—Customers insist more and more for reliable brands.

Owing to the War

it is expected that next season some of the best qualities hitherto exported to Germany and other Continental Markets will be available for the Canadian Trade.

To Secure Uniformity of Quality

and render this branch of the Grocery business satisfactory to both Wholesaler and Retailer, all BUYERS —catering for high-class trade—will do well to handle

"ENCORE BRAND"

A Standard quality in the Export trade for 35 years

The Product of the Largest Lobster Shippers and Packers in the World

---

A big demand for all classes of Canned Foods is anticipated this Winter. Your stock will not be complete without Canned Lobsters. Ask your Wholesale Grocer for "ENCORE" BRAND.

GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

Leitch Brothers' Flour Mills
LIMITED
Oak Lake **Manitoba**

GIPSY

Stove Gloss

is "as black as it's painted"

Order from your Wholesaler.

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia & Yukon: Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.

Cleave's

CELEBRATED
DEVONSHIRE CREAM

Chocolate

A high-grade and up-to-date article, showing an excellent profit and giving increasing satisfaction.

THE CHOCOLATE THE PEOPLE WANT.

Also other new and attractive 5 cent lines.

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WINNIPEG—Hamblin & Brereton, Ltd., 149 Notre Dame Ave. E.
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JOHN CLEAVE & SON, LIMITED
CREDITON, DEVON, ENGLAND

HERE ARE A FEW OF

McVitie & Price's BISCUITS

established favourites from the Old Country, which every grocer should stock

DIGESTIVE.	"The Premier Biscuit of Britain." Finest wholemeal.
SCOTTISH ABERNETHY.	The Scottish favourite.
ACADEMY CREAMS.	Rich cream-filled shortbread biscuit.
CREAMY CHOCOLATE.	Chocolate biscuit filled with cream.
OSBORNE.	The standard Old Country biscuit, delightful flavour.
RICH TEA.	Popular Scottish tea biscuit.
SMALL PETIT BEURRE.	Fine butter flavour.
CORONATION.	Rich shortcake.
BUNTY CREAMS.	Butterfly shape, cream sandwich, almond flavour.
BUTTERETTE.	Light short-eating cracker.
ROYAL SCOT.	Ideal tea or coffee biscuit.

Recognized Official Agents in the following cities:—Halifax, Montreal, Toronto, Winnipeg, Calgary, Edmonton, Lethbridge, Vancouver and Victoria.

An Experiment Worth Trying

Have one of your clerks weigh out a 300-lb. barrel of sugar into two or five-pound bags, and tie them up ready for delivery.

Then sit down and figure out the cost of

THE CLERK'S TIME—

THE PAPER BAGS—

THE TWINE.

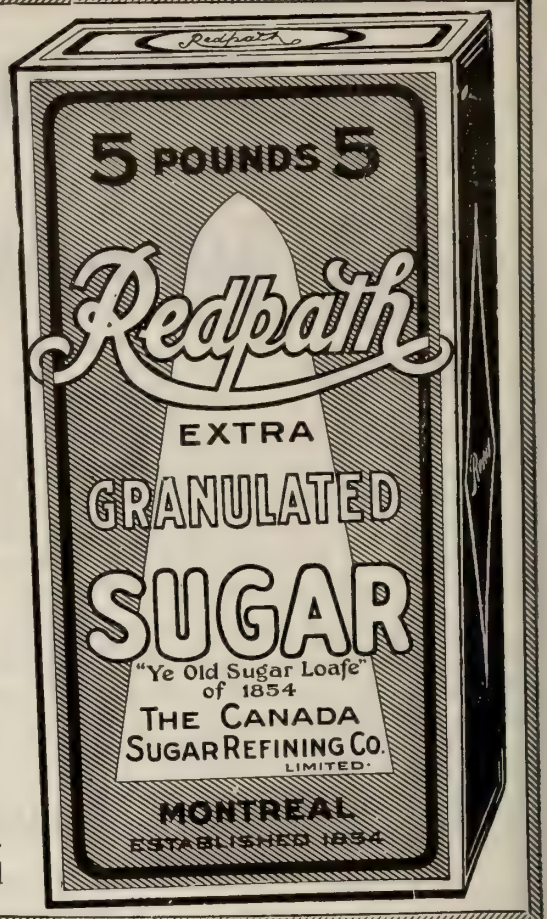
Add the cost of whatever weight of sugar you are short of the full 300 lbs.

Then compare the total of these costs with the 75c which is all you would have to pay extra for 300 lbs. of sugar put up, ready for delivery, in the handy, handsome

Redpath

2 lb. and 5 lb. Cartons.

CANADA SUGAR REFINING CO.
MONTREAL Limited



PURITY SALT

IF you are very particular in supplying the needs of your patrons you will give them only high and pure quality products. In selling salt the particular dealer recommends and gives his customers PURITY SALT. Perfectly distilled and dried by the use of the most improved processes.

Purity Salt allows the dealer a good profit, and invariably gives satisfaction.

WESTERN SALT CO.
Limited
COURTRIGHT, ONTARIO





—for bigger sales

for larger returns, for quicker and easier profits, for customer satisfaction, get WONDERFUL SOAP on display in your store. For years it has been the Good Samaritan to thousands of housewives — and incidentally to grocers too. Send through your order to-day

Guelph Soap Co.
Guelph, Ont.



AYLMER APPLE BUTTER

is the product of Apples, Sugar and Spices. It is known as a "hard times" Butter, because it costs one-third the price.

The children prefer it to Milk Butter on their Bread.

All live Grocers are featuring AYLMER APPLE BUTTER

Be sure it's "AYLMER."

Send for samples and prices.

Dominion Canners, Limited
Hamilton, Ontario

Remind the Men

that you handle their favorite tobaccos — "TUCKETT'S ORINOCO," "T & B Myrtle Cut" and Tuckett's "Our Seal." With these three lines in your tobacco case you will please the majority of the men in your town and get them coming to your store. Remind the men by keeping your stock prominently displayed.

Your Wholesaler Carries Tuckett's.



Tuckett's Orinoco



Tucketts Limited
Hamilton, Ont.



Quaker Flour, Quaker cereals and Quaker feeds are the products of this magnificent plant at Peterborough.

Quaker Flour makes better bread because it is better flour, made in a better mill.

In *your* business it would mean flour satisfaction.

Total Flour Capacity 5,000 Barrels Per Day
Sold the World Over

Made by the Manufacturers of
Quaker Oats, Puffed Wheat, Puffed Rice, Etc.

The Quaker Oats Company **Peterborough, Ont., and Saskatoon, Sask.**

(625)

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL



There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

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1615 North 23rd St. PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

"SOVEREIGN"

SALMON



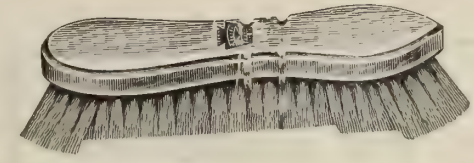
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QUALITY IS OUR FIRST CONSIDERATION

PACKED BY

THE ANGLO BRITISH COLUMBIA PACKING CO. LIMITED

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The above cut shows an article of daily use in every household in Canada. We specialize on

Scrubbing Brushes

and have the cost of this class of goods reduced to a minimum. The Dealer gets the advantage of this when he buys our Brushes. We have a large range in every class of material which show good margins of profit in lines to retail from 10 cents to 25 cents. Remember it's the KEYSTONE BRAND.

Stevens-Hepner Company
Limited

PORT ELGIN, ONTARIO

"Cow Brand" success is never doubted



Housewives have absolute confidence in the baking results when they use **Cow Brand Soda.** For Strength, Purity and Reliability it is unsurpassed. It is the surest trade builder and holder. Fill in your stock to-day.

CHURCH and DWIGHT
Limited

Manufacturers
MONTREAL

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THE SIGN OF PURITY

NEW FALL FRUIT ARRIVING DAILY

New Valencias (In stock)
New Malaga Raisins
New Shelled Almonds
New Currants
New Sultanas
New California Prunes, Apricots, Peaches, Raisins.

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'Phone No. 3595, 3596, 3597, 3598, 3800, 748; Night 'Phone, 1807.

BALFOUR, SMYE & CO., Wholesale Grocers **HAMILTON**

JONAS' FLAVORING EXTRACTS

MAKE FRIENDS AND KEEP FRIENDS

Over Forty-Four Years' Experience

enables us to produce extracts of the highest quality. Your recommendation to use only the best—Jonas'—will be appreciated by your customers.



HENRI JONAS & CO. (Established 1870) **Montreal**

There is no better reason why you should sell

CHASE & SANBORN'S
High-Grade Coffees

than that it will be profitable to you—from every viewpoint.

Chase & Sanborn, - Montreal

HIGH-GRADE COFFEES

Seasonable Goods



MADE IN CANADA

and backed by a name which is an absolute guarantee of purity and quality

CLARK'S MINCEMEAT

prepared from the very finest meats, fruits and spices, is one of your most attractive sellers at this season of the year. Packed in tins No. 1, 2, 3, 4, 5; in glass, one size only, also in pails 25 lbs. Tubs 45 lbs. and 85 lbs.



Replenish Your Stock Now

W. CLARK, LIMITED, Montreal

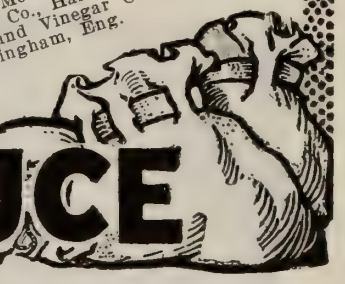
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is now selling freely over here — nearly all the leading grocers make a leading line of H. P., and obtain the full benefit of the money we are spending in advertising.

Wouldn't it be worth your while to stock

W. G. Patrick & Co., Limited, Toronto, etc.
R. B. Seeton & Co., Montreal, Halifax, N.S.
The Midland Vinegar Co., Ltd. Birmingham, Eng.

H.P. SAUCE



BLACK JACK

QUICK
CLEAN
HANDY



TRY IT

SOLD BY ALL JOBBERS

¼-lb. tins—
3 doz. in case

BUY

STARBRAND

Cotton Clothes Lines and Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them



Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

Golden Yellows

This is the season when a large amount of yellow sugar is consumed.

St. Lawrence

Golden Yellows

are the finest on the market.

BAKING POWDER

If you are interested in Baking Powder please ask our best quotations on "Duchess" and "Connaught" brands, packed in one-pound tins.

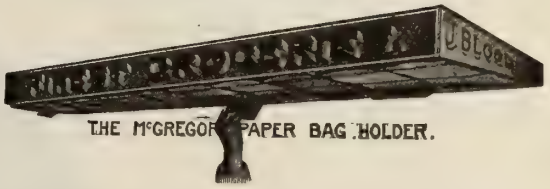
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Manufacturing Chemists

622 ST. PAUL STREET, .·. .·. MONTREAL

Baking Powder, Jelly Powders, Essences

A store convenience — costs little — gives big service



Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or

THE O. P. McGREGOR PAPER CO., LIMITED,

411 Spadina Ave., Toronto.

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size, color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

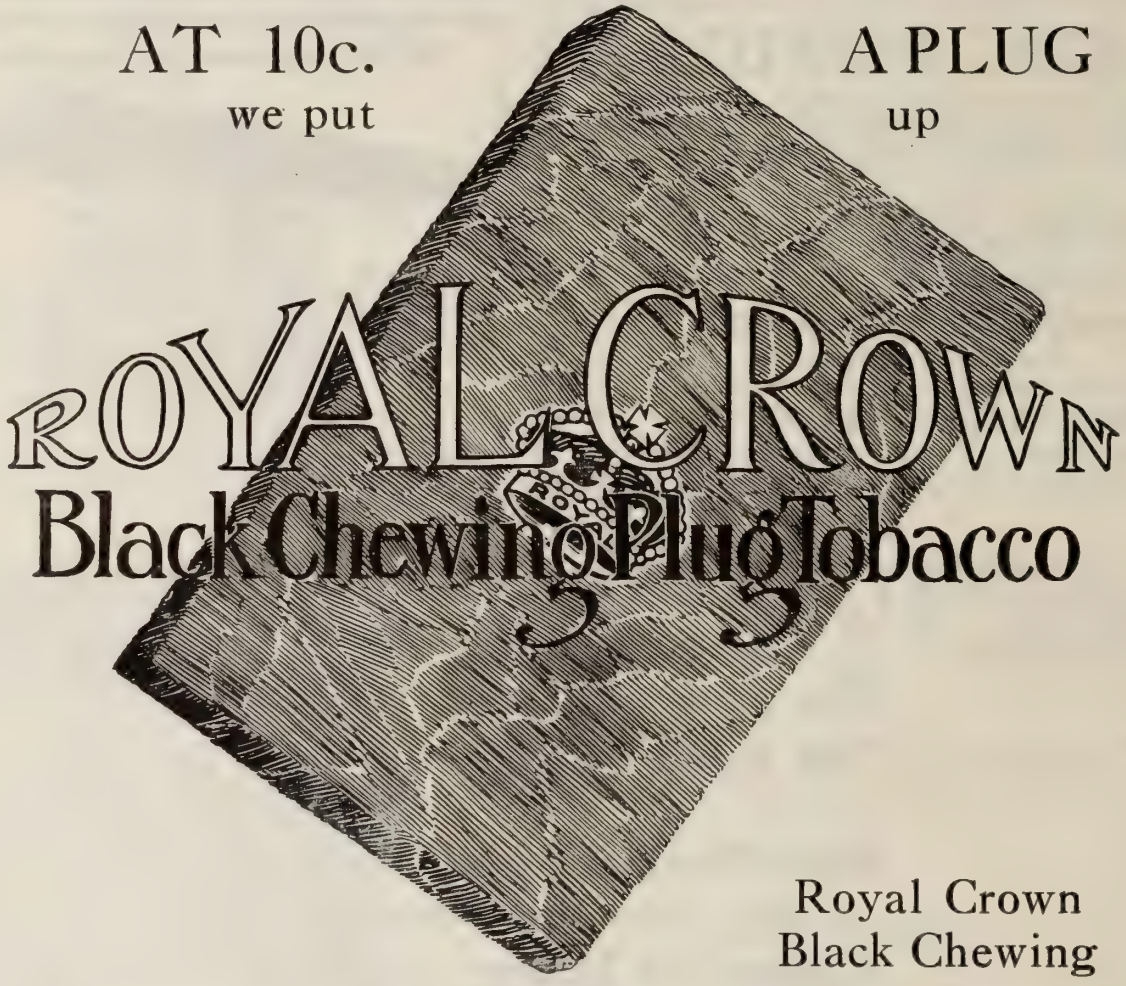
Send specification of your needs or samples of what you now use — stating qualities — We will give you BEST QUALITY — BEST DELIVERY — BEST PRICES

BETTS & COMPANY, LIMITED

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To Meet Your Requirements

If you want a
BLACK CHEWING TOBACCO
AT 10c. we put A PLUG up



Royal Crown
Black Chewing

We manufacture and sell **"King George's Navy"** Bright Chewing Plug Tobacco.

It has been approved by the most discriminating.

"Royal Crown" Black Chewing is made with the same **care** and **skill** as "King George's Navy" Bright Chewing.

Enquire from your Jobber or write to the factory.

Rock City Tobacco Co., Ltd.

QUEBEC

Keep a full stock of

MELAGAMA

Tea and Coffee

Quality fully up to our high-grade standard.

Prices as usual.

Sale guaranteed and freight prepaid.

Bulk Teas:—Samples and quotations cheerfully forwarded on application. Stock is very complete and prices right.

MINTO BROS., LIMITED

TORONTO



Pleasant to eat. Kiddies like "FORCE."

The best way to eat the World's best wheat



"FORCE" makes strength and health.

"FORCE" —it's wheat!

"FORCE" perfectly fills the cereal and whole-wheat-bread need in everybody's diet. There is simply no finer food in the world. Here it is: selected wheat, the *whole* wheat, cooked thoroughly; barley-malt added; then rolled, flaked, baked and toasted. "FORCE" gives you everything wheat can give you and more than white bread ever can give you. Eat "FORCE" yourself, Mr. Grocer.

"FORCE" —it's wheat!



"FORCE" keeps the brain active

Made by The H-O Company, Hamilton, and Sold by good Grocers everywhere



"FORCE"—the whole family likes it.

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The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Established 1859.

GEO. STANWAY & CO.
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Agents for Furuya & Nishimura, Japan Teas. Alexander Molasses Company, Cincinnati, for best grade Molasses in tins. Phoenix Packing Co., Dried Fruits.

Two Good Agencies Wanted for CITY OF OTTAWA
(best of references)

Martin M. Walsh
Care Canadian Grocer

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CEREALS

TORONTO, ... CANADA.
Rolled Oats, Oatmeals, Rolled Wheat, Split Peas, Pot and Pearl Barley, Graham Flour, Buckwheat Flour, Potato Flour, Wheatlets, Cornmeal, Lentils, Beans and Peas, Domestic and Imported; Sal Soda, etc., etc. Write for prices and samples, carloads and less.

We are large buyers of
Evaporated Apples and White Beans
Wire or write us.

W. H. Millman & Sons
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Established 1885
SUGARS **FRUITS**

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I solicit Agencies of large Canadian Packers, Evaporators, Flour Mills, either for Canada or abroad. Submit me prices and samples. I have large foreign enquiries.

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Wholesale Grocery Broker and Manufacturers' Agent.
Splendid warehouse space. Cold Storage in connection.
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Wholesale Grocery Brokers and Manufacturers' Agents.
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We solicit accounts of large and progressive manufacturers wanting live representatives.

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Trade Established, 15 years.
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COCKBURN-NOLAN CO.
Limited
Importers, Brokers and Commission Merchants
Representing Pugsley-Dingman Co., Limited. Canned Foods, Limited.
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When writing advertisers kindly mention having seen the ad. in this paper.

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Wholesale Broker and Manufacturers' Agent
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IMPORTER & BROKER
Specials just landed:—
CITRIC ACID TARTARIC ACID
OIL OF LEMON SALTPETRE
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Ruttan, Alderson & Lound, Ltd.
Successors to
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Commission Brokers
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BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
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T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.

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SPLENDID CONNECTION
Amongst the Jobbers and Retailers.
I am open for a few more agencies, and can handle them to advantage.
Have You a Line of Candy Gross Goods?
The CLAUDE BEAUCHAMP Imports Limited.
223 Commissioners St., Montreal.

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For many years have had first-class connection with both retail and wholesale grocery trade.
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on general business conditions that may affect the earnings of enterprises in which you are interested.

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which presents weekly in popular form reliable information respecting investments and business affairs in Canada.

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Please enter me as a regular subscriber, commencing at once. I [am enclosing / will forward] one dollar to pay for my subscription for first four months.

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we have put the quality that gives lasting and delightful flavor.

Order yours from

Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont., Can.

Mason & Hickey, 287 Stanley St., Winnipeg, Man., Can.

CRESCENT MFG. CO.
SEATTLE, WASH.



OAKEY'S WELLINGTON KNIFE POLISH



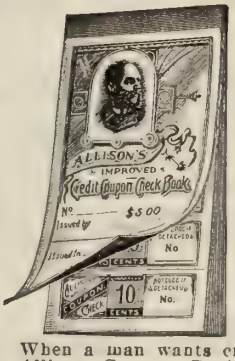
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LONDON . ENGLAND.

AGENTS:

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20th Century Retailing DEMANDS the use of

ALLISON COUPON BOOKS



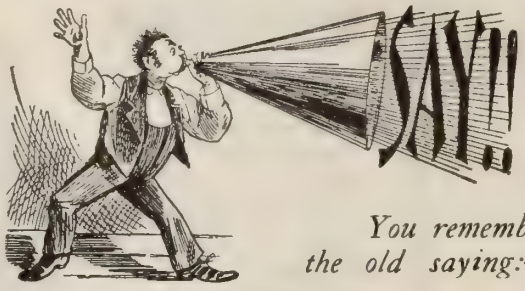
You can't get away from credit business without driving away trade. And if you don't use **Allison Coupon Books** you are bound to lose some money on credit accounts. Allison Coupon Books make credit business "good as gold."

HERE'S HOW THEY WORK:

When a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No passbooks, no charging, no time wasted, no errors, no disputes.

For Sale Everywhere by Jobbers.

ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.



You remember the old saying:—

Forewarned —is— Forearmed

NO GROCER can make ignorance of the law an excuse when the inspector comes around. The new law governing the maple industry is being brought to your attention by those interested in it and by the Government. The law goes into effect January 1st, 1915, leaving you less than two months to clear your shelves of all but the absolutely pure maple syrup and sugar.

THE FINE IS HEAVY

Read the Law!

In the case of an uninjurious to health adulteration, the maximum penalty shall be $200 00 or three months' imprisonment, no minimum being subscribed.

Subsequent offences shall bring a penalty of $500.00 and costs or six months' imprisonment, or both, and not less than $100.00 and costs for each offence.

Your Best Protection is to stock

PRIDE *of* CANADA

We stand back of every ounce of maple syrup and sugar bearing the "Pride of Canada" label. It protects you against the penalty of the new law as well as dissatisfied patrons. We still have a good stock in hand. As "Pride of Canada" is made from the pure sap of the maple, no raise in price has been necessary. The goods are right and prices are right. Let us quote you.

Maple Tree Producers' Assoc.

Limited

58 Wellington Street, Montreal

AGENTS:—W. L. Mackenzie & Co., Winnipeg; Oppenheimer Bros., Vancouver; S. H. P. Mackenzie, 32 Church Street, Toronto; Canadian Maple Products Co., Limited, 1 Endell Street, Long Acre, London, W.C., England.



Ninety-nine people out of a hundred in Canada use

WINDSOR TABLE SALT

Isn't it better for you to make ninety-nine sales, than only one?



Furnivall's Fine Fruit Jams

Why miss the most select, the most profitable trade of your locality by failing to include FURNIVALL'S PURE JAMS on your list? The woman who buys FURNIVALL'S is accustomed to buy the best in everything else. Open up your relations with FURNIVALL'S and you're sure of her continued custom. Ask your nearest jobber to send you a trial assortment. Write him *to-day*.

FURNIVALL-NEW Limited

HAMILTON

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The Tea of "Distinction"

Your customers will like Red Rose Tea—no other tea will please them as well—no other tea will take its place—BECAUSE **Red Rose Tea has distinctive qualities.** It is largely composed of the fine teas of Northern India, which are generous in strength and richness. These, blended with the flavory teas of Ceylon, produce the **distinctive qualities** for which Red Rose is famed.
If you sell Red Rose Tea you are sure to hold and increase your business.

T. H. ESTABROOKS CO., LIMITED

TORONTO, ONTARIO

Montreal **St. John** **Winnipeg** **Calgary**

¶ The fact that the successful business man is an advertiser is usually incidental. He is an advertiser because he is wise and possessed of good, sound business sense and an analytical mind. At some time or other he came to the conclusion that advertising could be made one of the mightiest factors of his business organization, and having arrived at this conclusion, he just naturally went to it and advertised.

Readers Of The Grocer, Let Us Know Your Wants

You have noticed our Letter Box service. Every week we hear from dealers who desire names and addresses of firms manufacturing some particular article.

This service may be beneficial to you. If you are in the market for any article you do not know where to get, our services will be cheerfully given.

The Canadian Grocer is in position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Grocer you are entitled to this service.

The Canadian Grocer

Montreal Toronto Winnipeg Vancouver

five million cups

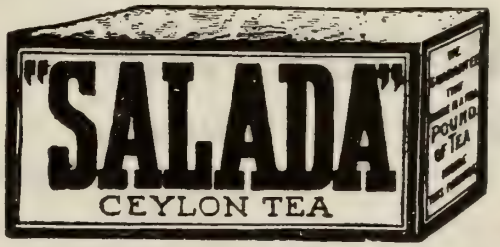
of **"SALADA"** Tea are consumed by an appreciative public every day—*Five million cups daily*—

How many of these cups do you help to fill?

Could you not get a bigger share of this business by keeping a more varied and better displayed stock of **"SALADA"**

This you may be certain of: some one is getting the business if you are not, and you know how quickly the public can transfer their trade if they don't see what they want in your store.

The public **demand** for this quality tea is constant and insistent—5,000,000 cups to be filled every day—and the number increasing all the time—it's worth seriously thinking about.



TORONTO, MONTREAL, LONDON
New York, Boston, Chicago
Detroit, Buffalo, Pittsburg,
Philadelphia.

FRETZ



Quality—

has done more to build up easy sales and steady profits for grocers than any food that could be mentioned. Its moderate price is but another advantage, broadening your field to take in every home in your locality. You'll realize the big profit there is in handling a popular-priced jam once you get Fretz on display. Shall we send a trial shipment?

Write to-day.

Fretz, Limited
HAMILTON, ONT.

AMOS B. GORDON CO., Toronto, Ont
General Sales Agents
A. A. ADAMS, Agent for Hamilton, Ont.

Get Dependable Refrigeration

Progressive grocers realize that good refrigeration is absolutely necessary—it prevents spoilage, keeps perishables fresh and tempting, and keeps up demand during any weather.

For over 28 years EUREKA REFRIGERATORS have given superior service and have increased the profits of thousands of Canadian grocers and butchers.

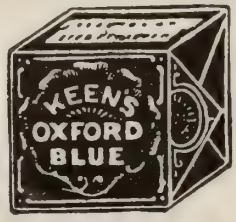
The EUREKA embodies many exclusive (patented) features that cannot be obtained in any other make.

Cold, dry air is constantly in circulation. The EUREKA pays for itself several times over in one season. Why not investigate? Our catalog is free. Write us to-day.



Eureka Refrigerator Company
Limited

31 Brock Ave.
TORONTO



KEEN'S OXFORD BLUE

KEEN'S OXFORD BLUE. The blue that ensures snowy white linen and, because of its strength, its use is the truest form of economy.

Recommend it to the new housewife, the older folks use no other.

FOR SALE BY ALL THE CANADIAN JOBBING TRADE

MAGOR, SON & COMPANY, Limited

403 St. Paul Street, Montreal — 30 Church Street, Toronto

Agents for the Dominion of Canada

Be Prepared

Newspapers are preaching "Buy Made-in-Canada Goods." Statesmen are talking it. Leaders of thought all over the country are expounding this gospel.

The best thing about it is that this appeal is being answered—the buying public has taken hold.

Made-in-Canada goods are in demand.

Be Prepared—to get your share of this business.

CROWN BRAND CORN SYRUP

is MADE IN CANADA

It appeals strongly to the saving housewives who trade with you.

Feature this Made-in-Canada syrup that goes so far, costs so little and is so well advertised.

The Canada Starch Company, Limited

Makers of the Famous Edwardsburg Brands

Benson's Prepared Corn, Silver Gloss Starch, Lily White Syrup, Etc.

Montreal, Cardinal
Toronto, Brantford
Fort William, Vancouver

CANADIAN GROCER

VOL. XXVIII NOVEMBER 13, 1914 No. 46

A Big Co-operative Association Failure

National Railway Concern in Liquidation — Was Capitalized at $5,000,000 and Operated Some 16 Stores — Recent Statement of Liabilities Shows $61,000 Owing, but There is Much Unpaid Stock —Made up Principally of Railway Employes.

STILL another co-operative concern has passed out. This time it is without doubt the biggest failure in the co-operative line that has ever taken place in Canada. It is nothing less than the National Railway Association, with a large number of stores in various parts of Canada, with a small army of shareholders who can ill-afford to bear such a loss.

The National Railway Association went into liquidation during the past week. Readers of Canadian Grocer will not be much surprised at this latest development. In our issue of October 23 it was pointed out that the management was making a call for unpaid stock to the amount of $40,000, which was significant at a time like the present when working men, such as railway employees, were anxious to economize. At that time we were aware that a meeting of creditors, or at least some of them, had taken place, but definite figures of the standing of the concern were not then available. It was rumored that there was merchandise unpaid to the amount of some $60,000, but it was stated that there were still outstanding in unpaid stock some $135,000. It was $40,000 of this that the directors evidently were attempting to get in, but it would appear that their efforts were unavailing.

A Recent Statement.

The Retail Merchants' Association had the matter in hand, and from the secretary, E. M. Trowern, has been secured the following statement of assets and liabilities presented at that meeting. Late figures are not yet available to indicate whether this statement is or is not correct, but now that the concern has gone into liquidation, it certainly does not look as if the true state of affairs were represented. Here are the figures:

Assets and Liabilities, October 12, 1914.

LIABILITIES.

Accounts payable	$ 56,000.00
Mortgage	1,200.00
Mortgage, Quebec	4,200.00
	$ 61,400.00

ASSETS.

Stock subscribed, unpaid	$269,983.00
Cash in banks	15,910.76
Accounts receivable at branches	22,901.81
Stock of merchandise at branches	95,000.00
Equipment at branches	17,000.00
Real estate	5,000.00
Cash at branches, Oct. 7	800.00
	$426,595.57
Stock subscribed, unpaid in arrears	$135,000.00
Do., not in arrears	134,983.00

Like most co-operative societies, the National Railway Association was launched on the trumpet fashion. Rosy prospectuses and booklets were printed calling attention to the high cost of living and indirectly laying the blame on the retailer. Before the writer is a prospectus, dated January 11, 1913, setting forth the alleged advantages that must come to the shareholder in this concern. The officers were given as follows:—Directors—Louis G. Weiss, locomotive engineer, Toronto, president; Thomas Hueston, locomotive engineer, Toronto, vice-president; K. McCuaig, conductor, Schreiber, Ont.; Charles Odell, road-master, Toronto; J. F. Deadey, road-master, Toronto and York Radial Railway; P. Downey, engineer, Chapleau, Ont.; R. E. Menzie, managing director, Toronto; J. F. Thompson, secretary-treasurer, Toronto; E. Wilson Kidd, organizer, Toronto; A. C. MacDonell, K.C. and M.P., solicitor, Toronto; and A. Moore, auditor, Toronto.

Would Cut Living Cost.

Anyone can easily guess what the first object of the association as set down in this prospectus was—"to reduce the high cost of living," of course. The plan of the National Railway Association to accomplish this was the establishment of stores, or, as they termed them, supply depots, at all important railway terminals throughout Canada. The result is that with the failure of the concern there are closed a good many stores in various parts of the country. A little booklet gotten out since then shows views of stores at Kenora, Fort William, Chapleau, Palmerston, Allandale, North Bay, New Toronto, West Toronto, and references are made to other stores in Ottawa and Quebec City. This makes ten in all, and some have been opened since the booklet was issued. It will be seen, therefore, that the havoc wrought by this failure will be far-reaching. In a letter written by a shareholder in Kenora, Ont., to the Retail Merchants' Association, an inkling of the heart-rends that must follow this failure is evi-

TALKING TO THE RAILWAYS.

The Retail Merchants' Association are taking up the matter of employees going into the retail business with the railways on the ground that they receive the largest amount of freight through and from the retail merchants. The association is calling the attention of the railways to the fact that their employees have been induced to go into this scheme with the purpose of selling goods to themselves cheaper than the retailers could sell them. In so doing these men who received good salaries from the railways were helping to destroy the business of the railways, and their efforts have resulted in failure.

denced. This man points out that he took stock to the value of $150 in the association and had paid up $80, leaving a balance unpaid of $70. He will, of course, be called upon to pay the balance, so that creditors' accounts may be met as far as possible. He says he is only a common laboring man and cannot afford to lose this money, and asks for information on the stability of the concern. The letter was, of course, written before the liquidation. Now his money is all gone. This must be only one instance of thousands where poor people will suffer from the blind attempt on the part of a few agitators to wipe off the earth that bogey of bogeys—the high cost of living.

How Subscribers Were Caught.

Some of the baits held out to catch the unwary were typical of co-operative associations as we know them in Canada. Here are a few:

"Reasonable or fair prices on the necessities of life."

"A discount for cash on all purchases to stockholders."

"Credit for thirty days to the amount paid upon subscription for stock."

"Necessities obtained direct from the producers, at the least possible charge, and obtaining in dividends the handsome profits that now accrue to the middlemen."

It would be interesting to know just how much of the "handsome profits" have been divided up as dividends.

That the National Railway Association intended going thoroughly into the retail business is shown by the fact that it was capitalized at $5,000,000. The shares were $5 each.

At the time of writing the original prospectus is not at hand, but from all accounts it was of the revolutionary-socialistic brand, such as "Big business in its vulture-like plunder of the wage-earning classes," etc.

An Early Plot.

From reports received there was trouble in the camp pretty much from the start, at least in one of the Northern Ontario stores. One of the officials, however, smoothed things over there by "laying bare the plot," according to our informant, "and subscribers began to pour in." There was also a complaint from some in this town that there was discrimination in the matter of discounts. "The higher paid workman who got his 20 shares paid up received 10 per cent. discount off his goods, while the poorer man received only 5 per cent. until he got up to the $100 mark," is the way one of the losers puts it.

That the concern was not doing business on business principles is shown by the fact that between July, 1913, and September, 1914, there was no general meeting of shareholders held in the northern town in question; no balance sheet had been issued, and no financial statement or report of business as applied to that store had been circulated. No one was asked to vote on changes of management made in Toronto, and nothing was ever heard from the concern by the shareholders except what was read in a magazine named the "Head Light," which appeared but once—last January or February.

In the above, readers of Canadian Grocer have some of the inside history of the meteoric career of the National Railway Association. Born only a little better than a year and a half ago, it surely must have been founded on sand, and that sand was the fallacy that the high cost of living was due to the retailer.

Letter From the R. M. A.

In this connection it is interesting to note the following letter sent out by the Retail Merchants' Association to manufacturers:—

"Dear Sir:

"You are no doubt aware that for a number of years our association has been vigorously opposing the methods adopted by co-operative societies of all kinds, owing to the deceptive methods they adopt to secure their capital,, and the unfair and deceptive methods they use to sell their goods.

"At the present time, when the market for all sorts of produce is fluctuating and some portions of the press have been agitating the public mind, a number of adventurers, with the hope of getting ear, to secure profit for themselves, have embarked into the co-operative society business, and with the usual glaring advertisements offering all sorts of impossible inducements and condemning the retailers who have established their businesses on sound business principles, thinking thereby that they will be able to secure public sympathy, and be able to secure more easy money out of the pockets of the unthinking classes, are now ready to operate.

"We are sending you this letter with the hope that we may have your assistance in helping us to rid the commercial community of these unfair and deceptive developments. For years past the retail trade has been handling the manufactured products of Canada at the lowest possible cost. They have been your selling agents and co-workers in helping to place your products before the public. We know, without any question of doubt, that goods cannot be marketed in any cheaper way than they are now marketed through the wholesaler and retailer. We are desirous, and we know that you must be desirous, of preserving these natural and economic channels. Believing this, we are appealing to you to stand by the legitimate trade and to assist us, and assist yourself, by refusing to sell to any co-operative societies or to any wholesale houses who supply co-operative societies.

"According to their own statements, if these societies had the capital and could secure public support, which they try to do through misrepresentation, they would endeavor to manufacture the goods which you are now making, and destroy, if they could, your trade. Experience has shown that they will stop at nothing to gain their own ends; in commercial life they are just as dangerous to trade as the German menace is to the liberty of the Empire. We do not guess, but we know, that the co-operative society system is bad from top to bottom, and it must be crushed in Canada now at all costs. Will you help us to crush it now, before it gets its fangs into you and into every honest wholesaler and retailer in Canada?

"Our appeal to you is strong, because we know the danger that is facing those who are demanding clean, above-board methods in the trade and commerce of Canada. A temporary profit at the best may mean a heavy loss to any who sell to them later on, and we can assure you that we are compelled to protect the legitimate retail trade from their unfair methods of competition.

"If you are desirous of knowing if there are any wholesale houses who sell your goods to these societies we will be only too pleased to assist you to the full extent of our pwers in that direction.

"Trusting that we may hear from you and receive your views on this question, I remain, on behalf of the executive,

"Yours sincerely,

"E. M. TROWERN,

Secretary Dominion Board."

CANNED LIMA BEANS.

With a total pack of 15,000 cases of No. 2 choice green canned Lima beans worth $50,000 to its credit, the Calima Lima Bean Canning Company located near Sawtelle, Los Angeles county, the only cannery in the State putting up this product, will close its 1914 season, says the Los Angeles Times. "The value of this factory's output of canned Lima beans does not consist in what it will bring on the market," asserted Jules Kauffman, its manager, "but in the fact that through the successful experiments of this single plant there may result the erection of a number of similar plants on a larger scale, whose outputs should not only find an expansive market in this country, but even enter the great foreign fields. The public probably is not aware that until this factory accomplished it, the California commercial Lima bean had never been canned green."



An appetizing trim of foodstuffs made or packed in Canada shown recently by the Peebles, Hobson Co., Hamilton, Ont. Note the large flag used for the background.

THE above display explains itself. It was made by Wm. Marsh, with Peebles Hobson Co., of Hamilton, Ont., and a glance will demonstrate that the arrangement was cleverly and attractively executed.

Included in the display are fruits in glass, jams, marmalades, jellies, ginger in syrup, flavoring essences, celery salt, paprika, catsups, condensed and evaporated milk, chicken breasts, smoked beef, lobster in glass, mincemeat and plum puddings. Four large glass globes of fruit containing peaches, plums, pears, and apricots are in the centre, also a large pyramid of olives, and on one side of the window a pyramid of unfermented wines, and on the other of grape juice and raspberry vinegar are placed. The display was backed up by corn flour, baking powder, quick puddings, icing sugar, gelatine, canned fruits, pails of jams, canned vegetables, salmon, soups, cereals and biscuits.

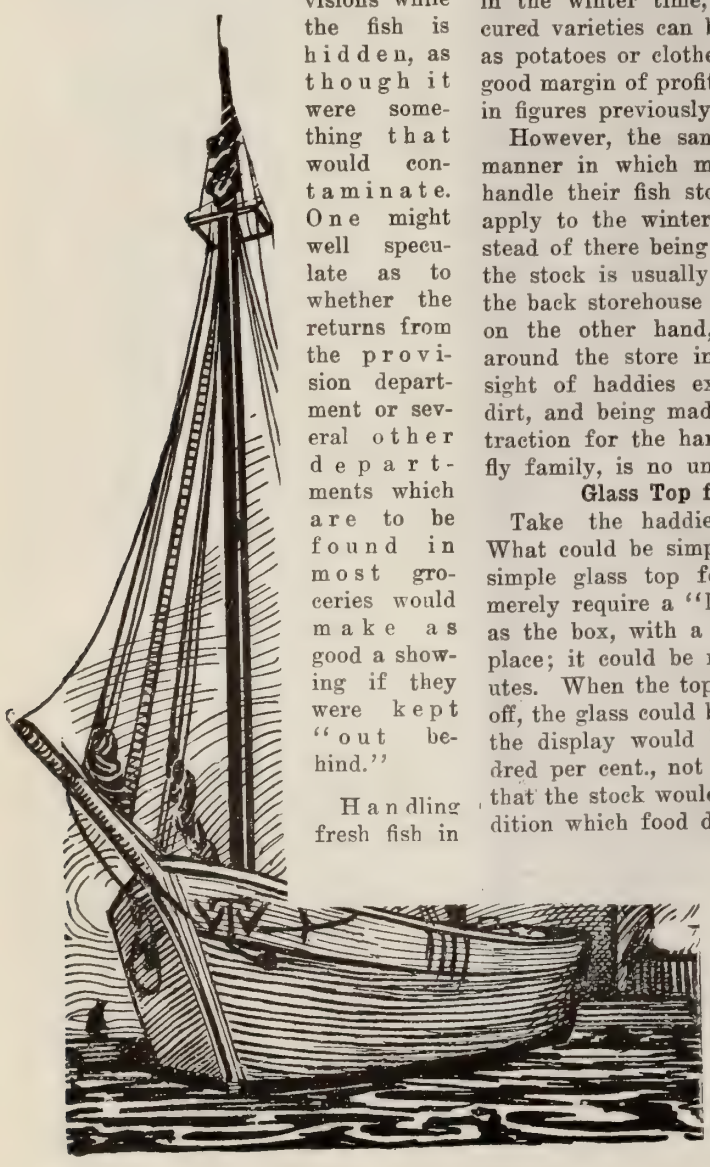
Five small appropriate cards were arranged with the following wording: "The March of Progress"; "Made-in-Canada"; "Keep the Factories Working, They Need Our Support," etc. The trim has, states Mr. Marsh, brought good results.

Display is Big Factor in the Selling of Fish

Too Many Grocers Keep the Stock "Out Behind" or in the Basement — No Excuse for Trouble in Handling Frozen and Smoked Lines in the Winter Season—People Buy on Appearance to a Large Extent.

THERE are many grocery stores which the casual observer may visit many times without seeing a display of fish. This is not necessarily because the store does not handle the line—although the number that fail to do is so much larger than it probably should be—but rather because it will be found that the stock is kept in some mysterious place "out behind" or in the cellar, or otherwise located where no one is likely to find it without authority from the sheriff.

In many stores there will be a display of practically every line which grocers handle, with the exception of fish. And then, no doubt, there are many proprietors who wonder why their volume of trade is not larger than it is. There will be a clean, sanitary, display of provisions while the fish is hidden, as though it were something that would contaminate. One might well speculate as to whether the returns from the provision department or several other departments which are to be found in most groceries would make as good a showing if they were kept "out behind."



Handling fresh fish in the summer time requires considerable care and attention, but where this care and attention is given it is generally found that the returns are satisfactory. And a big factor in these returns will be in having a tasty display, which can be simply arranged with a glass-covered case in which the fish can be kept on ice. Only a comparatively small proportion of the stock need be shown in this way, and the balance can be kept either iced in the cases in which they arrive, or—and this is preferable—repacked in an airtight and light-proof case.

The Winter Fish Department.

Fish in the summer time require considerable care and attention. For this reason there are some grocers who object to handling them. But this objection cannot be applied to the fish department in the winter time, when frozen and cured varieties can be as easily handled as potatoes or clothes pins—and with a good margin of profit, as has been shown in figures previously presented.

However, the same comment on the manner in which many of the stores handle their fish stocks in the summer apply to the winter season also. Instead of there being a tempting display, the stock is usually either relegated to the back storehouse or the basement, or, on the other hand, is allowed to sit around the store in an open box—the sight of haddies exposed to dust and dirt, and being made the particular attraction for the hardy members of the fly family, is no uncommon sight.

Glass Top for Haddies.

Take the haddie box for example. What could be simpler than to make a simple glass top for it? This would merely require a "light" the same size as the box, with a frame to hold it in place; it could be made in a few minutes. When the top of the box is taken off, the glass could be placed over it and the display would be improved a hundred per cent., not to mention the fact that the stock would be kept in the condition which food deserves.

Frozen Fish Easy to Handle.

There is not much more trouble with the frozen fish than with the smoked. The fish can be kept for any period within reason by being placed in an air-tight place or by merely being closed in the box in which it arrives. Sufficient for a tasteful showing can be taken from the case or refrigerator and displayed on the block wilthout danger of being harmed for a considerable time.

It should be remembered at all times that the modern housewife buys largely on appearance. The effect of the campaigns, which have been conducted in the interest of sanitary food, have brought the matter to the attention of all, and in connection with foodstuffs there is a demand for groceries which are kept in good condition, and which are displayed in such a manner as to carry this conviction.

Up to the Retailer.

In an interesting booklet, published by the Department of Naval Service, to which reference was made in a previous article, one of the strongest passages refers to the necessity for proper handling to build up the fish business. It comments:—

> "Retailers frequently do not present fish to their customers in an attractive manner."

This is set forth as one of the reasons that there is not a better demand in the fish trade. The trouble is that the people are not tempted to eat fish; they are given a wrong impression through the manner in which it is handled by many retailers.

Buying on Appearance.

And this Government booklet, which hopes to help the trade by appealing to the public at a time when there is a demand for cheap food—and when that demand can be met by the consumption of fish—recommends particularly that the housewife be careful of the condition of the fish which she buys. At the opening and at the close is to be found a special notice:—

> "In buying fresh fish, see that the eyes are bright and prominent and the flesh firm, not flabby."

In this there is also a good tip for the grocer in his own buying, for he should see that his purchases when they are delivered are in good condition—for that condition will not improve while the stock is in his hands, no matter what good care he may take of it.

Series of Patriotic Window Displays

Regina Retail Firm is Running a Series of Patriotic Displays Which Are Attracting Immense Crowds—Display on Trafalgar Day.



Trafalgar Day Window—one of a series of patriotic trims shown by the Glasgow House, Regina, Sask. Note the realistic background and the men-of-war in the front.

GOOD window displays are being recognized as a powerful selling force in every line of retail trade. The window dresser, with a stock of original ideas, is coming into his own, Some retailers at the present depend entirely on window displays to sell their goods, but this is generally recognized as false economy. A house, which represents the best in window displays, and widely advertises its goods by means of both newspapers and street car banners, is the Glasgow House at Regina. This store at the present time is running a series of patriotic windows, in which goods from all departments of the store are used. One of the best of these displays was that representing a naval battle. A painting representing warships in action formed the background for this display. The painting was draped with Union Jacks, with a picture of King George immediately above the painting. The main part of the display, or the attraction as it might be called, was represented by models of battleships convoying a transport in the foreground. The miniature war vessels were properly protected by toy submarines, etc. Dress goods were arranged to represent the water, so that the scene might have a natural setting.

The miniature battleship and transport ship were composed entirely of goods sold in the store. The sides of these models were composed of cross-cut saws. The gun towers of the two battleships are composed of small tin dishes, while guns are represented by pieces of pipe with emery stones protruding. The funnels are composed of pipe fittings, while the look-out tower is represented by a circular mouse trap. The transport ships' sides are composed of cross-cut saws, while the upper decks are represented by cash boxes of various sizes. Two oil stove wicks do duty as funnels on this ship. The toy department is also represented by a display of toy soldiers on the transport ship.

This particular window display was revealed to the public on the anniversary of Trafalgar Day. Immediately below the painting is printed Nelson's statement: "Britain expects that every man this day will do his duty."

This display was of such an unique nature that thousands of people saw it during the week it remained in the window. At no time during the week was this subject lost sight of, and to obtain a good view of it, it was necessary to have the photographer take the photo after midnight.

Messrs. R. H. Williams & Sons, proprietors of the Glasgow House, realize the value of this kind of advertising, but ably supplement it with newspaper advertising and street car advertising, as previously stated.

"Now is the time to advertise," Mr. J. K. R. Williams said in conversation. "A little more advertising than a competitor may just result in swinging the balance of trade."

The display was arranged by A. R. Murdison.

ST. JOHN GROCERS TOGETHER.

St. John, N.B., Nov. 12.—(Special)—The grocers of St. John are now organized as a branch of the Retail Merchants' Association. This was perfected at a recent meeting at which M. E. Grass presided.

Addresses were given by N. C. Cameron, local secretary and provincial secretary of the association; Isaac McDonald, of Halifax, on subjects that affected the retail grocers of the Dominion and pointed out that the organization of the grocers was not intended to benefit the city trade only but to include the whole province. The dignity of the grocery trade and its importance to the life of the people was also emphasized. Representatives of the wholesale trade spoke on the value of organization as co-operation with the wholesaler could thus be secured on important matters. Officers elected were: M. E. Grass, chairman; 1st vice-chairman, D. H. Nase; 2nd, J. P. McBay; treasurer, W. Vaughan; secretary, N. C. Cameron; assistant, M. Morrissy. A committee was appointed to assist in completing the organization. Fortnightly meetings will be held during the winter, the next to be called by the executive.

The Board of Health of St. Thomas, Ont., decided to draft a by-law compelling all bakers in the city to properly cover with a sanitary paper wrapping each loaf of bread sold.

CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED

JOHN BAYNE MACLEAN, President.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

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New York—R. H. Huestis, 115 Broadway, New York; Telephone 8971 Rector. **Chicago**—A. H. Byrne, 6074 Stoney Island Ave.; Phone Midway. **Boston**—C. L. Morton; Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—
London—88 Fleet St., E.C.; Telephone Central 12900. E. J. Dodd.

Subscription: Canada, $2.00; United States, $2.50; Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

TORONTO, NOVEMBER 13, 1914

The Ad That Doesn't Pay

THE advertisement that does not create a desire on the part of the reader to purchase the goods advertised is of very little use. An old newspaper man who was giving a talk on advertising recently, told of how he used to have to urge the merchants to send in their copy early so that they would have time to prepare something that would draw trade. Usually, however, it was necessary to call at the store at the last moment for the copy. The advertiser would apologize for the delay, tear off a piece of yellow paper from the paper roll and scribble something like: "Jno. Smith sells tea."

That is no way to advertise. It is a waste of money and it explains too why so many in the past have come to the conclusion that advertising doesn't pay. The aggressive and wide-awake advertiser of to-day knows that such an ad. would bring in very little business. People know that every grocer sells tea and what they want are reasons why the teas that Jno. Smith sells are worth the money. They want to be informed on the uses of goods, their quality, and purity. The merchant who tells them these points in the most attractive way and whose goods back up what he says, is the man who wins, other things being equal.

Fall of Co-operative Concern

THE National Railway Association, the largest co-operative store concern in Canada has fallen by the wayside. Having only been in the retail business less than two years, its career was an exceedingly short one. This association was composed chiefly of railway employees and in its early prospectuses issued some rosy "stuff" designed to catch the eye of the laboring man and to get him to join the institution.

Canadian Grocer does not intimate that the downfall of the concern was due to crooked work on the part of the officials. No doubt they were zealous men and anxious to see the undertaking prosper. But their prospectuses demonstrate that they built their future on a very flimsy foundation—they were firmly convinced that the so-called high-cost-of-living was caused by the established method of distribution and they thought that if only the "middle-man" as they called him could be eliminated, living would be cheaper and all the ills of life would vanish.

The National Railway Association have surely learned the lesson that there is more in the operation of a store than promises of the reduction of the cost of living, and of dividends. Business nowadays must be conducted on business principles and not on promises. It is beyond dispute that the profits on staple groceries are cut about as fine as they possibly can be, by ever-increasing competition, and if any co-operative concern insists on paying 10, 15 or 20 per cent. dividend, it cannot at the same time reduce the cost of living. Higher prices must be charged than those offered by the legitimate retailer.

The poor shareholders of this concern have learned that lesson at great cost. Thousands of dollars were put into it that are gone forever. Men and women who can ill afford to stand such a loss are to-day bewailing their fate which at a time like the present becomes doubly hard to bear. The experience gained is likely to last a few generations.

Provincial Licenses Exeunt

ONE of the most important decisions in Canadian matters of recent years has been given by the Judicial Committee of the Privy Council. For years the extra-provincial licensing laws of the various provinces have caused annoyance to business firms all over Canada. A Dominion charter did not change the situation any, some of the provinces, such as Ontario, New Brunswick and Manitoba granting licenses to Dominion companies for example only as a matter of discretion. By the decision handed down this week a company having a Dominion charter can do business without further license in any province of the Dominion. Hitherto a company which did not take the trouble to take out a license in every individual province might find that it could not collect its accounts in that province. As the licensing fees in most cases were practically the same as the cost of getting a Dominion charter the total cost was considerable before legal status in all provinces was obtainable. There were also certain formalities in the various provinces in the way of reports

and the like which often made it hard for a company to know just what was its position. In British Columbia for example, a Dominion company was supposed to have a separate head office for the province as well as a resident attorney. These licensing laws were, moreover, a special tax on limited companies as partnerships were not included in their scope. Often the fees chargeable in the various provinces were estimated on the whole authorized capital whether paid-up or not and whether all used in the province or not.

The recent decision will promote inter-provincial trade and will make the procedure much simpler. Incidentally the decision cuts off materially the revenues of the provinces, all of which, with the exception of Prince Edward Island, had extra-provincial licensing laws. The decision as such, however, does not prevent the provinces from taxing corporations and the provinces may overcome this aspect of the decision by changes in their tax laws. Many of the annoyances, however, of doing inter-provincial business are done away with by the decision.

Little Adulteration Here

CHIEF analyst, A. McGill, of the laboratory of the Inland Revenue Department has just sent in a report to the department on 93 samples of confectionery (marshmallows) which underwent diagnosis for injurious matter for whitening purposes. The results, he points out, were gratifying. In fact the dangerous excess of sulphurous acid was not found in any sample.

Here are the results in brief: Fifty-one samples, constituting 55% of the whole were entirely free from the sulphurous acid and 20 others yielded traces only. Twenty-two samples or 23% of the whole contained distinct amounts of the acid, but in no case did the quantity present exceed one part in two thousand parts by weight of the confection. This amount is generally believed to be quite harmless to health and is permitted by an Order-in-Council of April last.

This Order-in-Council named became effective on the 11th May of this year, and decrees that when sulphurous acid (in any form) is present in a food or drink, the fact of its presence shall be declared on the label. This condition was not fulfilled in any of the cases reported, and in strict reading of the law, all samples in which any determinable amounts of sulphurous acid were found, were amenable to penalty.

Since, however, the collection was made soon after the Order-in-Council became effective, and inasmuch as it is usual to allow a reasonable period of time to elapse between the publication of a new regulation and its enforcement, in cases where danger to health is not involved, the chief analyst recommended that, so far as this report is concerned, no action be taken by the department.

Editorial Notes

MANY GROCERS throughout the country are making good housecleaning sales by means of window displays. There is more of this business to be gone after.

* * *

THE NUMBER of new consumer concerns that have sprung up among us this year, demonstrates how easily it is to fool some of the people at least some of the time.

Join the Association

DO the merchants of Canada in general understand the aims and objects of their own association? If they can read the reports which constantly appear in the city papers, and which are grossly misrepresenting, and therefore seriously injuring the interests of the retailers, without being aroused to a keen sense of their duty in supporting the association, then they do not understand them.

There is no industry of any kind so fiercely abused and the men engaged in it, so much maligned as the retail merchants. The people have been so impressed through these continuous attacks that they feel perfectly justified in supporting any schemes rather than the regular retail stores.

Taking advantage of this state of affairs, the large mail order stores are reaping a great harvest. Co-operative stores are being introduced as a relief; pedlars are having a good time; schemes of all kinds are perpetrated which are alleged to offer better things than the regular trade.

Why is this so, and is there a reason for it? Undoubtedly this is owing to lack of interest on the part of the merchants themselves. The "Association" has done noble work to protect their interests in every possible way, and yet many of the merchants have never contributed one cent, and know nothing about it; and when approached for the paltry sum of the membership fee, they try to wriggle out of it by all sorts of excuses. To those who have manfully stood with the association, and not only paid their fees, from year to year, but have given freely, much of their time, belongs the credit for what the association has accomplished and which they all enjoy. They know the value of it, and also feel very keenly the lack of support from many of their fellow-merchants.

When such articles as the following appear without a word of defence on the part of the merchants, is it not time that they waken up?:

"Believing that the raising of the prices of foodstuffs by the retailers during the past weeks has been beyond all reason and unwarranted the Toronto District Council will discuss the situation and pass resolutions of protest which will be sent to Mayor Hocken and the Provincial Government with a request that immediate steps be taken to end the extortion now being practised upon the people under the pretext that the war necessitated the raising of prices.

"Watch and report the dishonest merchant.

"Don't let the butcher rest his finger on a projecting bone, and don't let him press his body against the scales.

"Don't forget to reweigh everything at home."

Should these things be tolerated without a protest? The merchants should undoubtedly unite to defend their business and their honor. Do they expect the association to do it without giving them the necessary financial support? The association does all in its power to protect and defend the trade and nothing stands in the way of raising it to the standard it should occupy except indifference on the part of too many merchants. Through the watchfulness of the association the Ontario retailers are exempt from the Compensation Act which would have added another heavy burden to their shoulders, and yet many do not know what it means, and many know, but take it all without showing their appreciation by supporting the association with the amount they all morally owe.

Grocers Discuss Soap, Flour and Advertising

Lively Meeting of Their Section in Toronto — Anxious to See End of Price Cutting on Soap and Flour—Proposal to Advertise Collectively Introduced and Discussed.

TORONTO, Nov. 12.—(Special). — The Grocers' Section of the Retail Merchants' Association held a lively meeting on Monday night last when several important matters that were warmly discussed arose. The section have a Question Box for the use of members and those with problems to be solved are requested to drop them in. Chairman Neil Carmichael presided, and, after the preliminaries, opened the box.

One inquirer wanted to know if it would not be a good thing, now that the grocers had organized a section of the R. M. A., to arrange for an interchange of names of members among the different sections with a view to an interchange of trade. The suggestion was met with favor and many propositions were tendered. Mr. Forster, Roncesvalles Ave., proposed a register in the board room so that members could pick out those of other sections residing in the immediate vicinity. F. C. Higgins, Yonge street, suggested a directory with lists of members of each section. D. W. Clark favored this and proposed that Mr. Trowern, the general secretary, look into the cost. Mr. Ballard's idea was a pocket directory. The decision was reached that Mr. Trowern investigate the matter and report at the next meeting.

Mr. King, a representative of the No-Egg Manufacturing Co., was then heard, and given an opportunity to explain his product and prices, and to point out how it was being marketed. It will be on the contract selling plan.

The Question Box was again reverted to. "Is the practice of advertising bargains proper or should the people be educated to paying a fair price always, so that the grocery business may be placed on a higher plane?" was the next query. This, however, was allowed to go unanswered. Another question was of such a character that it led the meeting to decide that in future the name of the questioner must accompany the query, not necessarity for publicity, but just as an assurance of good faith on the part of members.

The Soap Question.

Considerable discussion followed the two questions: "Is it advantageous to the retail trade to buy in quantity lots?" and "Are you satisfied with the present conditions in the soap market?"

There was pretty much of a general complaint that with the cutting of soap prices by the large departmental stores, the margin was too small.

"The soap people should have fixed prices on their product both to the wholesale and retail trade and every retailer should be compelled to sell to the consumer at one price," was the way one member looked at the matter. "We should have a reasonable profit on everything," he added, and his remarks were greeted by applause.

"The soap question is the biggest with which we have to contend," declared another. "Even if we can buy soap for $3.85 we only make 31 2-3 cents on $4.16 2-3, selling at six for a quarter, and if some of us do not sell at six for a quarter the people think we are dear and go to the department store."

When one of the members said it was impossible to get the manufacturers to do anything they were in opposition to, on account of the fact that once before when a soap concern had changed its prices with a view to helping the retail trade and the grocers themselves did not stay by it, there were a few protests. "Nothing is impossible if we get behind the thing," maintained one. "If we can back one another we can get what we want," was the way another put it. A third said: "If it is impossible it is only because up to the present there has been a lack of unity. If we insist on a concern selling its goods on the contract selling plan at a fixed price, as the —— —— Company did some years ago, we would realize a steady flow of profits. We should insist on getting a fair margin on every new line that is being put on the market and should say to the company behind a new line that if there is not a fair profit attached, it cannot be put on the market. There are too many lines to-day being sold by the department stores at what we grocers have to pay for them. We get loaded up and lose out on the deals."

Joint Committee Working.

General Secretary Trowern pointed out the soap question was already being taken up by the joint committee of retailers and wholesalers appointed during the past summer and suggested that a resolution be passed backing up the contentions of that joint body. After several other speakers had endorsed the fixed price idea, a resolution by F. C. Higgins that a committee be appointed from the Grocers' Section to confer with the joint committee above mentioned re the re-arrangement of the prices of soap and the cutting out of premiums, was carried.

The flour question was next on the slate. It was declared that department stores were advertising certain flours at a price only a cent and a half advance on what it cost the retailers. A resolution by D. W. Clark to the effect that this be condemned and that the matter be taken up with the companies concerned to see that the retailers get a legitimate profit, was also passed.

Collective Advertising.

For the past few weeks some of the members have had under consideration the question of co-operative advertising in the daily papers. In a city like Toronto it is maintained that advertising individually in the papers was rather expensive, and if any were done it would have to be collectively—that is, a certain space would be contracted for and those wishing to enter the plan would pay their share of the space used.

T. N. Humble, an advertising man of long experience, and now on the staff of the Retail Merchants' Association, outlined the proposition and took up the various phases of advertising. For a number of years he was engaged in looking after the copy of Hobberlins, the Toronto clothiers, and has also had retail experience. At the outset he referred to the cost of advertising as being responsible for so few aggressive merchants taking it up. "Many are using handbills," he said, "but this is almost a complete waste of money, as so many of them find their way into the ditch or other places where they are not destined to do any good."

"The sending of circulars into the homes is an expensive method and then only those to whom they are sent have the opportunity of reading them. For less money thousands of people could be reached through the medium of the daily press. But, of course, advertising itself is not going to do the whole job—the goods must have merit in them."

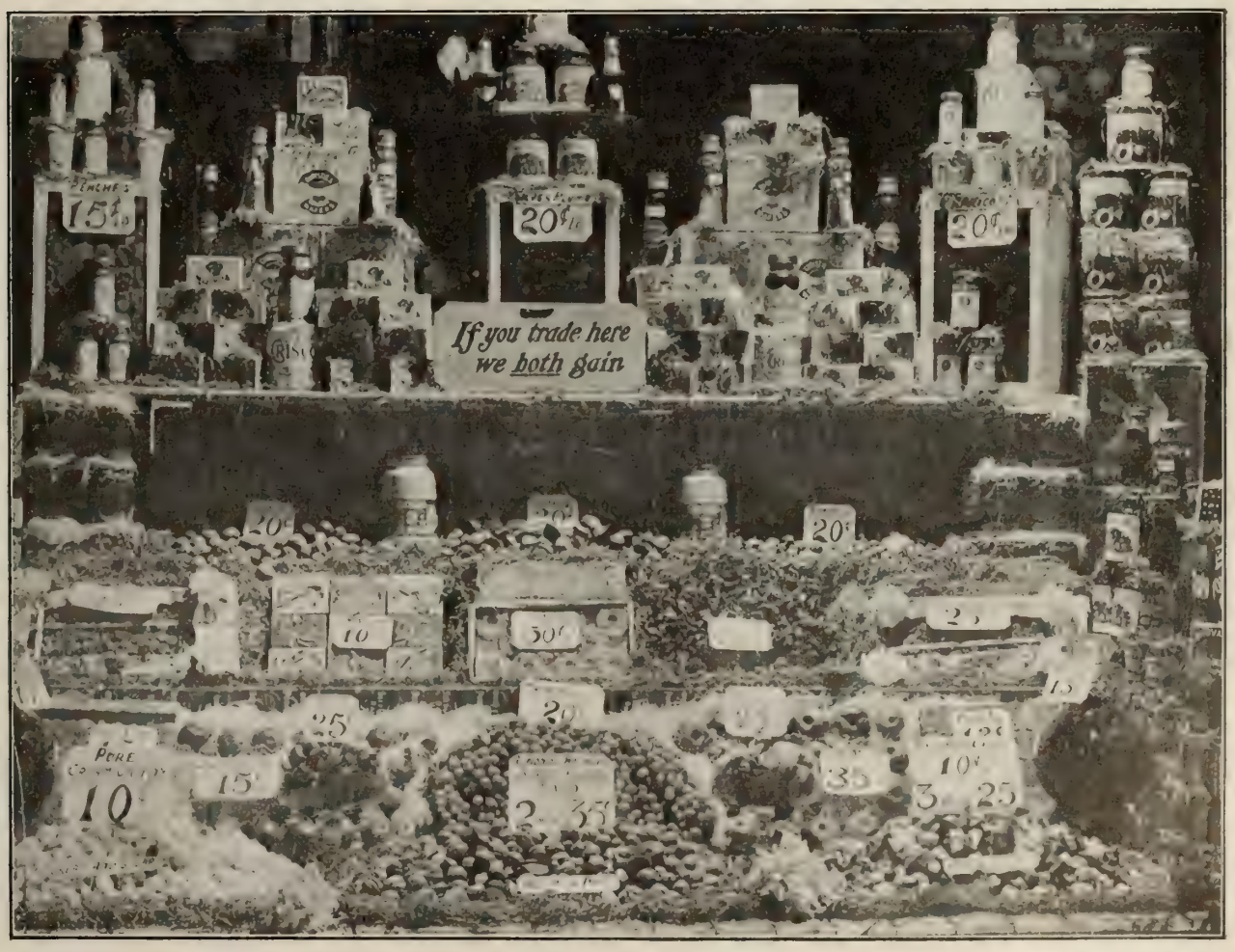
Could Advertise Service.

Mr. Humble gave figures on the cost of various spaces for a year and suggested that if space should be taken as proposed, it could be used to advertise certain lines that all the dealers had for sale on certain occasions. He pointed out that such advertising space could be utilized to explain the service the retailer was in a position to render that could not be given by department stores. A free paper, too, he declared, was no

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An attractive Christmas window trim featuring dried fruits. Mr. Berrie is a Toronto grocer.



A general selling Christmas display shown in the Town of Oshawa, Ont. Note the liberal use of price cards.

Lighting Windows to Catch Crowds at Night

Two Circuits Are Economical, Equipped with Switch, Gauged to Suit Period of Largest Traffic—Three Types of Reflectors and Their Merits—Sources of Light Should Never be Visible—Light and Prosperity Linked up.

By A. J. Edgell.

PROSPERITY and light go hand in hand. It pleases a competitor mightily to see a store front dull, so a merchant who does not have his show windows brightly illuminated at night loses a good opportunity to increase his sales and gives his competitor a great advantage.

Window lighting depends to a considerable degree upon conditions that are individual to each window. The character of goods displayed, whether light or dark, and the color of background, are matters that should be taken into consideration in installing a system. If streets and neighboring windows are brilliantly lighted, it is, of course, necessary that the intensity of illumination in the window be higher than if such conditions do not exist, as the effectiveness of the lighting is largely a matter of comparison.

Bad When Light Source is Visible.

In a previous article attention has been called to the methods of window illumination. These may be divided into two classes—bad and good. Like the maiden in the nursery rhyme who "when she was good, she was very, very good; but when she was bad, she was horrid." window lighting when it is good is very good, and when it is bad it is horrid. As bad examples, might be mentioned the windows in which the light source is visible and causes an unpleasant eye-strain; the window in which a lighting fixture is visible, with the lamps themselves at either end of horizontal arms, etc. To what extent a firm will go to prevent the light source being visible to the passer-by is shown by the method used by Marshall Field, in Chicago. In one of their largest windows, situated on a corner, the light sources in that portion of the window at right angles to the observer would, under ordinary circumstances, be visible. To prevent this, short wings of tin painted dull black have been extended out four to six inches from the reflector between each lamp.

Concealed Sources.

The proper method of illumination is by means of concealed sources, the light being thrown from the top and front of the window in such a manner that no annoying shadows are made. Windows call for an installation of reflectors and lamps which will provide an illumination of such intensity and quality that after-dark business may be carried on at daylight efficiency. Good business demands the best illumination possible, combined with attractive appearance and the adoption of every sensible economy.

Reflector Very Necessary.

A reflector is a very necessary part of the lighting equipment in order to use light efficiently and reflect rays that would otherwise be lost. An electric incandescent lamp does not give light equally in all directions; on the contrary, it throws its maximum candle-power on the walls sideways, and lesser amounts in all other directions; thus, a 25-watt Mazda lamp gives 21 candle-power sideways, 6 candle-power straight downward, and intermediate amounts at various angles. It is, therefore, easy to see how necessary are proper reflectors if the greatest efficiency of the light burned is to be had. Reflectors gather much of the light that would otherwise go to waste and throw it on the goods where it is needed.

Mazda lamps are generally used in window lighting, because they give a much more brilliant light than the ordinary lamp, at no increase in the amount of current consumed; in fact, the claim made for the Mazda lamps is that they will give three times the light of the ordinary carbon lamp and burn no more current in giving this increased light.

There are three types of reflectors in general use for window lighting, each having the power of effectively illuminating certain types of windows; these are prismatic reflectors, trough reflectors and individual reflectors.

Where Window is Open to Store.

Where a window is open to the store, the background being carried to a height of two or three feet, it is frequently necessary to use glass reflectors with frosted lamps in order to harmonize with the interior arrangement of the store, which is visible from the street. In a condition of this kind glare is frequently apparent, and some of the light is wasted on the side walls, but occasionally attractive windows may be seen which are lighted in this manner. Such a condition need not exist with department, clothing, furnishing or other stores in which the windows have built-up backgrounds.

Prismatic Reflector.

The prismatic reflector is frequently adjusted in windows so that the light is directed to the most distant corner of the window, the portion of the window glass behind the reflector having the name of the firm, goods carried, etc., lettered in transparent colors. The light diffused by the prismatic reflector illuminates these signs in an attractive manner.

Trough Reflectors.

In the trough and individual types, the reflecting surfaces range from quicksilver to pure silver-plated mirrors. Trough reflectors are very compact, taking up little room, and being especially serviceable where space is limited. A Mazda tubular lamp is frequently used with reflectors of this type, giving a line of light that falls uniformly upon the entire display. The trough reflector is hung from or fastened to the ceiling of the windows in such manner that the light does not fall upon the side walls. These reflectors are made with different contours for different depths of windows.

Individual reflectors are made in many different shapes, from metal, or one-piece blown glass reflectors with mirrored surface in such form that they direct the light rays upon the display with little loss. The lamps used range from the 25-watt up to the larger sizes.

Two Circuits Better.

In installing systems for lighting show windows, the lamps should be placed on two circuits, so that half of them may be turned on during the early evening hours and the balance when the full strength of illumination is required. **To get the best results, of course, alternate lights should be placed on the circuits. A time switch should be a part of every lighting installation,** whether a night watchman is employed or not. It is not subject to the vagaries that human beings are, and turns the lights off and on promptly. It does not vary the turning off from ten minutes to half an hour, as a watchman or special outside watchman, whose route may extend a half mile, is inclined to do. **The initial cost is small, and is saved in a month by the lack of waste light thrown on the street when there are few passers.** In this connection it is well to remember that the "movie" habit which holds the people in its grip gives the merchant an opportunity to let his windows work another hour at night. Lights in most cities should not be extinguished until eleven

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Increased Business $1,000.00 a Month

Merchant in a Small Town Achieved This Result by Starting to Advertise in the Local Papers—Grave Difficulties Were Overcome by the Adoption of a Policy of Aggressive Publicity.

THE problem that confronts the average merchant doing business in a small town within easy distance of a large city is how to create and maintain an interest in his store against the persistent efforts of the larger people to draw business from the territory that is legitimately his.

This problem is made the more serious when the territory is traversed by a trolley line giving an hourly service with the city, when the roads leading thereto are among the best in the country and when the local merchant's customers are well-to-do fruit growers, many of whom have their own motors, and can whisk into the city and back again at little or no inconvenience.

Merchants in distant towns where there are only two or three trains daily with the larger cities and their departmental stores, will admit that the man who has to contend with the conditions described, is at a much greater disadvantage than they are, and that he must avoid the rut if he would continue in business.

The following is the story of a retail merchant in an Ontario town, doing business under the conditions outlined above, who managed to increase his turnover by $1,000 a month.

How did he manage to do this?

Apart from the advantages of a simple but thorough system, which takes care of important details and the appreciation of conditions peculiar to the district, the bulk of the explanation is found in the two words "aggressive advertising."

Merchants of that locality draw business from a very rich territory within a radius of five miles south, east and west. Bad accounts are scarce. Notes are taken on large purchases, and this dealer states that his loss on these has been negligible. Besides it is a method which has a tendency to direct business to the local merchant, whereas if a hard and fast cash rule were enforced, the result would undoubtedly be a larger patronage for the city stores at those times when ready money is more plentiful than others. On such accounts the merchants may be confident of a settlement once a year.

This five-mile radius, so easily travelled, is a rich prospecting field for the city stores.

"The country was being flooded with the advertising of the Hamilton and Toronto stores,' said this aggressive merchant, "and about nine months ago, I realized that I would have to do something more than use a small regular space in the local paper. I accordingly got in touch with a concern supplying a good advt. service—layouts, seasonable paragraphs, cuts, and all necessary material for an interesting campaign. Then I arranged my advertising contract with the weekly newspaper so that I would have a monthly service of one page and eleven halves to be used as desired. Frequently, I would have the printer strike off 5,000 copies of this full page advt. Then, with my runabout and two boys we would go over our five-mile radius thoroughly, distributing those circulars where we thought they would do the most good. For special occasions, our advts. would be exceptionally appropriate and never failed to bring results. Our Christmas advertising is an example. We secured through the syndicate, a four-page sheet bordered in color with holly and mistletoe with a head of Santa set in the border on the front page. I immediately made an arrangement with the newspaper to use this two-sheet supplement as the front and back of the regular issue. In a panel on the front page the editor ran a seasonable message to his subscribers, used the inside for reading matter, while I had the front and back for advertising. I was able to do this at a fair price by co-operating with the publisher, and the result was an exceptionally fine Christmas display and one that was very effective. By watching opportunities such as these, we have kept our customers interested and have developed the business from sections which were formerly more or less prospective. Then, too, the loyalty of the staff both in and out of office hours has assisted materially."

This increase in turnover is a most remarkable demonstration of the value of advertising. With the merchant in the small town the question of advertising frequently does not come in for much attention. He feels that he has not the same facilities as the merchant located in the city where the daily paper serves as the medium.

The experience in question shows, however, that the advertiser in the weekly paper can secure results just as surely as the advertiser in the daily.



The Royal Provision Store, grocers and butchers, Montreal, have dissolved, Jno. Kilbride continuing under same name.

EXEMPTION FROM COMPENSATION ACT.

According to the reports in the papers of the meeting which took place before the Hon. I. B. Lucas, and the new board, one would naturally come to the conclusion, that the retail merchants were there to ask to be left out of the new act, This is, however, not the case. Through the efforts of the Retail Merchants' Association they were left out when the bill passed the House.

As some retailers, such as tailors, butchers, jewelers, etc., do some manufacturing in connection with their retail business, the object of the meeting was to decide whether they are to be classed with the retailers or manufacturers, who come under the act. These are some of the difficulties which present themselves, but the retailers as well as the farmers do not come under this act. As this act is considered by many somewhat unfair, those who are carrying on small manufacturing in connection with retailing are anxious to be classed as retailers, and be exempt. The matter was left in the hands of the Retail Merchants' Association to submit a statement of where the line would be drawn.



LIGHTING WINDOWS TO CATCH CROWDS AT NIGHT.

(Continued from page 32.)

o'clock, when the theatre crowds have passed. The saving of current from 10 or 10.30 to 11 is economizing at the wrong end.

A window of this kind is hard to light properly, because the light must be thrown practically straight down and falling mainly on top of the merchandise shown. In the windows shown, the reflector throws the light in such a way that an even illumination of the display results. The open portion above the background detracts from the appearance of these windows, because it allows a view of the interior and interior lighting fixtures. These, when lighted, distract the attention of the passer, and so weaken the effect of the shop window.



The Meyer-Thomas Co., Ltd., cigar manufacturers, Granby, Que., have sent a cheque to the Patriotic Fund for $142.85, being one day's pay of the employees of their factory. This factory also contributed $285.70 to the Montreal branch.

A Merchant's Bookkeeping System Explained

Keeps Close Tab on Expenses, Sales, Drafts, and Knows Progress of the Business at Any Time—Prefers to Make Payment by Draft Rather Than Cheque.

Written for Canadian Grocer by W. P. McCarthy, Prescott, Ont.

To the grocer keeping his own books with little time to spare, a description of the system I have worked may be of use. I might say that I read Canadian Grocer from cover to cover and find the time well paid for, as it is usually full of good ideas which one can easily use to advantage. Very often we find goods advertised that prove to be good sellers and good profit-makers, that otherwise we would not have heard about maybe for months. In fact for the advertized bargains or special sales this is about the only way that a grocer would know of this.

Market Reports Are Money Savers.

Then the market reports which are so arranged that you can grasp them in a few minutes or refer to them at any time, we find to be a great advantage in buying and a great money saver.

For expenses and freight we use one book—one page for expenses and the opposite page for freight. A page does for each month and is added up and the amount carried to ledger at the end of each month. The same with merchandise purchased. This takes two pages each month and lasts the same time as the other book, about eight years. This saves space in the ledger as only the monthly totals are entered there. When an invoice is received and checked, we enter it on the merchandise book, as: Brown & Co., $210. Then we open an account in our ledger for Brown & Co. and give them credit for $210—like this: Oct. 10, 1 mo., 3 per cent., $210, or Oct. 10, 1 mo. net, as the case may be. When Brown's statement comes, we check it with the ledger and always pay by cheque or draft. We prefer to pay by drafts, as cheques sometimes go astray and they are a great bother. At the end of the year we add up all accounts in the ledger, which shows the total amount purchased from each firm and the amount due them. Also our total purchases for the year, the expense and the freight, and our total sales as well.

Watching Drafts.

For keeping track of drafts I rule a blank book, a page for each month, as follows, and enter drafts as soon as I accept them.

November 1914.

Paid (This is the way we mark them off.	Brown & Co.	13	210 00
	Smith & Co.	15	90 00

At a glance you can see just what you have to meet each month.

For keeping track of monthly sales as a reference, I took fourteen letter heads and fastened them together, one for each month, one for a back page and one for a cover. The back does for year's totals. This is the way:

January Sales.

	Cash	Credit	Total
1910	1000 00	1000 00	2000 00
1911	1000 00	1000 00	2000 00
1912	1000 00	1000 00	2000 00

As we have been in business over 25 years and can tell at a glance each month's business, we find it well worth the little time required.

Charles A. Perkins, for thirty years one of the leading grocers of Barrie, Ont., died very suddenly of heart failure. He was in his 71st year, and retired from active business fifteen years ago.



There are some good suggestions here for an autumn window display. This was shown last year by the Hudson Bay Co., of Winnipeg.

HUNTSVILLE MERCHANTS ORGANIZE.

Huntsville, Ont., Nov. 12.—(Special).—Huntsville is one of the latest towns in Ontario to join the ranks of the Retail Merchants' Association. W. C. Miller, representing the association, has been here and has successfully got the merchants together, some 25 already having pledged themselves to help with the good work. The officers elected were:

President, A. E. Callahan, grocer; 1st vice-president, J J. Bailey, grocer; 2nd vice-president, L. H. Ware, grocer; secretary-treasurer, J. E. Fisher, general merchant.

Executive:—J. Armstrong, butcher; John Calderwood, grocer; C. J. Christinson, boots and shoes; R. B. Hern, hardware.

Here in Huntsville the grocers are troubled with wholesalers selling direct and this question was discussed at the meeting, resulting in the following resolution:

The Association will meet on the first Wednesday of each month.

"That whereas, we, the undersigned retail merchants of the Town of Huntsville, who pay taxes and other expenses into the municipality, have invested our money in merchandise. and have made ample provision by providing good stocks to supply this town and the surrounding country with the necessary goods which the public require:

"In addition to this, we are at all times present in our stores to supply the local requirements, in small or large quantities, and at the time they are required:

"Notwithstanding our investments and the provisions we have made to supply the public, and the obligations we have incurred, we find that certain wholesale houses, whose names we have attached hereto, send their travellers and their representatives into our district, and supply our customers with goods, and in many cases at the same prices that they supply us, and they destroy our trade, and pay no taxes or other amounts to help pay the cost of maintaining the municipality;

"We therefore submit that we have a grievance that should be remedied, and we ask the Executive of the Ontario Provincial Board of "The Retail Merchants' Association of Canada" to take this matter up and advise us what can be done, and what assitance we can give them to remedy the same.

"To further verify our knowledge of the conditions as above set out, we the undersigned, have attached our names hereto and have taken our affidavit to the same before a Justice of the Peace."

GOOD VALUE IN FALL NUMBER.

The MacLean Publishing Co.,
Toronto, Ont.

Gentlemen:—

I enclose express order for $2.00 *as per statement also enclosed,*

J. B. Kemp,

Pembroke, Ont.,
Nov. 5th, 1914.

P.S.—The Fall Number of Canadian Grocer is just to hand and on glancing through it would say I have already good value for next year's subscription in this number.—J. B. K.

* * *

MacLean Publishing Co.,
Toronto, Ont.

Gentlemen:—

Enclosed please find cheque valued $2.00 *payment for Canadian Grocer to Nov.,* 1915. *We have just received the Fall Number and must say it is full of very interesting and valuable reading.*

Puckett & Scilley,
per G. Puckett,

Oshawa, No. 4th, 1914.

SUPPLY AND DEMAND.

How the Sugar Market Advanced 10% Without Actual Conditions Changing.

Pointing out that the recent remarkable advance of one hundred per cent. in the sugar market was the result of supply and demand, when during the whole period there was no actual change in the conditions, Willett & Gray in their weekly sugar report say:

The supply and demand conditions on August 1st made the price 2.28c, and the supply and demand conditions on November 2nd also made the price of 2.44c per lb. As developed later, there was at no time between August 1st and November 2nd any important change in the actual supply conditions that should have called for the advance in prices that was made. The visible supplies of sugar were so large at the beginning of the last sugar campaign as to bring the price of sugar down to or below the cost of production.

The price had recovered slightly to 2.28c August 1st, the supplies had not been drawn upon to any unusual extent, and the 2.28c price was then a normal value on the supply and demand basis.

Between August 1st and November 2nd the visible supplies had been drawn upon to some further extent, but still sufficient supplies remained to meet the demands as to warrant the 2.44c value again.

What caused the intermediate rise in price of over 100 per cent.?

It was simply the mistaken sudden conviction that took possession of great Britain and the United States that because of the cutting off of European beet sugar supplies the cane sugar supplies would be insufficient for the demands of the two countries.

Immediate action to possess the supplies at any cost soon developed the unchanged facts that supplies were easily secured and were abundant for all demands.

The mistaken conviction ended in Great Britain when the British Government had easily secured about a million tons cane sugar from various countries by the first of September, and ended in the United States soon after, since which time the market price has been settling itself back to the normal supply and demand basis, with some 300,000 tons surplus supplies of sugar left over in the United States and Cuba for another season.

GROCERS DISCUSS SOAP, FLOUR AND ADVERTISING.

(Continued from page 30.)

good. If it has not been paid for by the reader, little or no interest would be taken in it. He advised on mediums that had reputation and that were read and urged the necessity of properly written advertisements. "Talk about the strongest features in your store," he advised, "and leave the others alone."

After this address several members spoke in favor of the proposition, but they will await further reports and considerations.

During the discussion this sigfinificant remark was made: "Regular customers do not come to you for cut prices," and when asked the reason the speaker said it was because they were ashamed.

The meetings of the Grocers' Section promise to be lively and informative and good attendances are predicted. In fact, on Monday practically every chair in the big board room was occupied.

Edward Francis Hicks, a promising young salesman who has been with John Sloan & Co., wholesale grocers, Toronto, for the past year, died on Tuesday night last. Mr. Hicks, who was only 24 years of age, was formerly with Harris of Owen Sound. While his home was in Toronto, he travelled north of that city for John Sloan & Co. Death was due to pneumonia.

Current News

Quebec and Maritime Provinces.

Max Byer, grocer, Montreal, has registered.

H. J. Young, grocer, Montreal, has sold to Jno. Kilbrite.

Raoul Tetu, general merchant, St. Raymond, Que., died recently.

Cahill & Co., grocers, Halifax, N.S., sustained a fire loss recently.

There are 548 grocery-liquor licenses in Montreal; of these, 198 must be cut off by May 1, 1919.

Henry Baker, a general merchant in Marie Joseph, N.S., for many years, died recently at the age of 65.

Edward Donohue, senior partner of E. Donohue & Son, grocers and liquor dealers, Halifax, N.S., died recently.

Amirol R. Brown, formerly a general merchant in Arcadia, N.S., died on Nov. 3. Latterly he was in the commission business, ranking among the largest shippers of blueberries and strawberries.

T. B. Mullin, representing the Montreal Biscuit Co. in St. John, N.B., district, was recently married to Miss Ada Currie. The wedding took place at Jemseg, the summer home of the Curries.

Libby, McNeil & Libby, of Chicago, have contributed to the Nova Scotian Belgian Relief Fund, 50 cases of canned beef, through Pykes Bros., Halifax. This shipment will go by the second relief ship sailing from Halifax.

Some weeks ago we announced the death in battle of Paul Genairon, formerly manager of the French Food Specialties Co. (S.P.A.), Montreal. Word has now been received that Paul Caron, who succeeded Mr. Genairon as manager, has been taken prisoner by the Germans, and is being detained at Zuedlinburg.

A petition signed by a large majority of the merchants of Sherbrooke, Que., was presented to the city council last week, complaining that the tax levied on persons who came from outside and conducted sales of bankrupt and liquidated stocks was too low, and that the haphazard and questionable competition was a source of injury and menace to the prosperity and stability of the retail trade in general, and to the consumers themselves.

Ontario.

Geo. A. Cooper, a Toronto grocer, passed away recently.

Robert Mann, at one time a grocer in Orangeville, Ont., died last week in London, Ont.

Several merchants in Kearney, Burks Falls, and Powasson have joined the ranks of the Retail Merchants' Association.

Noble Dean, a general merchant in Renfrew, Ont., for many years, passed away last week. He was in his seventy-first year.

Stephenson & Anderson, head clerks in general stores in Huntsville, Ont., have gone into business for themselves and are trading as "Bill and Bob"—the New Grocers.

The Candied Fruits Confectionery Co. has been organized, with headquarters in Welland, Ont., to manufacture confectionery and prepare fruits in the Italian and French style. The capital is placed at $40,000.

Samuel Hisey has opened a wholesale and retail provision store at the corner of Dundas and Bloor Streets, Toronto. The Chatsworth Market Association and the Wm. Davies Co. have formerly occupied this stand.

N. C. Cameron arrived in Peterborough, Ont., on Sunday from St. John, N.B., where he has been looking after R. M. A. organization work. He has been appointed secretary of the New Brunswick Association, and will leave shortly to take up residence in St. John.

Western Canada.

M. J. Harrison, general merchant, Guernsey, Sask., has moved to Plunkett.

Fraser Tims, one of Edmonton's "old-timers," has passed to the great beyond. The late Mr. Tims lived in Edmonton for the last eighteen years, and previous to that was a resident of Fort Saskatchewan for a number of years. He went to Fort Saskatchewan from Swift Current, where he conducted a general store, and before had been in Regina. He was born in Levis, Quebec, fifty-three years ago and in 1882 started for the West and located at Regina, where he was the agent for the Dominion Express Company. He resigned his position with that company and started in business for himself as a general storekeeper in Swift Current, and while there had charge of the supplies for the Battleford column at the time of the Riel rebellion.

B. Kovnats & Sons have opened out in new premises at Transcona, Alta., the building being a handsome addition to the business section of the town. The structure is a two-storey one, brick veneered, and will be fully occupied by the firm. On the first storey will be the grocery and meats departments, while the upstairs will be devoted to dry goods and shoes. On the second floor there will be accommodation for parceling all goods handled.

WEIGHTS AND MEASURES.

An amendment to the Inspection and Sale Act which goes into effect on the 1st of January, 1915, sets forth weights of different commodities when sold by the bushel or by the bag, as follows:

Article—	Weight per bu. Lbs.
Artichokes	56
Beans	60
Beets	50
Bituminous coal	70
Blue grass seed	14
Carrots	50
Castor beans	40
Clover seed	60
Hemp seed	44
Lime	70
Malt	36
Onions	50
Parsnips	45
Potatoes	60
Timothy seed	48
Turnips	50

Article—	Weight per bag Lbs.
Artichokes	84
Beets	75
Carrots	75
Onions	75
Parsnips	65
Potatoes	90
Turnips	75

JUNE APPLES IN OCTOBER.

June apples in October. This is a new development in apple growing, but it is what A. A. Coons has on some trees on his place in the Orange Blossom colony.

The trees bore heavily at their proper time in June and Mr. Coons took a large crop from them. Within the last two weeks the apples have ripened again, and Mr. Coons now has a fine second crop on his trees.—Oakdale (Cal.) Graphic.

London Tea Market Highest in Thirty Years; Looking for Cheaper Sugar, New York Higher

Tea Situation Should be Relieved to Some Extent by Capture of Emden—France Sends New York Sugar Up—Further Declines Being Awaited in Canada — Elimination of Turkish Supplies Creates a Firm Market for Dried Fruits with Exception of Apples.

IT is an interesting coincidence that the announcement of the capture of the Emden came at the same time that the London tea market reached a high point in thirty years—and it was the German menace in the Indian Ocean that made it so. Now that shipments can be made freely the situation should ease, but it will be some weeks before supplies can come forward and in the meantime conditions will probably remain firm. Direct importers claim that they can under-buy the London market by a couple of cents. The removal of the Emden should also help the market for other Indian products, such as pepper which has recently advanced 4c to 5c lb.

The sugar market is still a centre of interest and further reductions are being awaited following the drop last week. Whether these reductions will be immediate remains to be seen. It is not known whether the drop took place because high-priced raws were exhausted or because of public sentiment; or it may have been that the American price for refined $4.90 had reached a place where it could be brought to Canada even despite the high duty of $1.93 on a lower basis than prevailed in Canada. New York has reacted on French demand and from a low point of 3.64c the price is now 4.01c. The attitude of Great Britain still attracts a lot of attention and developments are awaited with interest.

The elimination of further supplies of Turkish figs and raisins has toned up the market for dried fruits. Opinions differ as to whether wholesalers will advance prices as stocks go into consumption or whether they will be satisfied to turn their stocks and get their money in. Certainly the dealer who wants to make big purchases of these lines to-day must pay the price. Other fruits have gone up in sympathy and British and German demand in California have stiffened apricots and prunes as well.

Another advance of 10c the bushel is recorded for beans. Dealers report a good export demand and the farmers holding for top prices. The crop is only about three-quarters of that of a year ago.

The close of navigation in the course of ten days may affect the flour market, but brokers point out that deliveries have been so light that there are small stocks of wheat at the head of the lakes and, therefore, there is not likely to be much change when the boats stop running. Business continues very quiet and mills are cutting to short hours while some are closing down altogether. Export business is still further out of line owing to increases in freight rates made during the week. There is some talk of forcing flour sales through the demand for mill feeds. Rolled oats have been advanced 25c the barrel on increasing oats values.

The action of the American government in placing an embargo against Canadian poultry is likely to have the effect of glutting the market on this side of the line. A break-up of the weather at any time now is likely to result in heavy shipments, as the birds will come in from the fields and feed is very high. There is plenty of stuff in the country, although not much has been coming forward and the result of a rush of sellers in the face of a poor demand would probably be the disorganization of the market.

Eggs continue to advance in price with the export demand stronger than it has been for many years. While the American surplus of over half a million cases should maintain the balance here to a large extent it must also be remembered that the United States last year imported about half this amount, and, further, there is the uncertainty as to what may be the extent of the British demand. Butter and cheese markets are both quiet with little change in prices.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—
Rolled oats advanced 17½c.
Feeds moving better.
Little demand for flour.

PRODUCE AND PROVISIONS—
Poultry market glutted with poor stock.
Turkeys selling cheap.
Pure lard market firmer.
Boiled ham down a cent.

FISH AND OYSTERS—
Halibut scarce; up to 12 to 13c.
Mackerel plentiful and cheap.
B. C. salmon dearer.
Eels up to 10c.

FRUITS AND VEGETABLES—
Cauliflowers advance.
Hothouse tomatoes cheaper.
Cranberries easier.
New lemons expected.
Weaker apple market expected.

GENERAL GROCERIES—
Rice market steady.
Valencia raisin market firm.
Bean market slightly firmer.

ONTARIO MARKETS.

FLOUR AND CEREALS—
Speculation as to flour future.
Rolled oats advance 25c barrel.
Mill feeds firmer.

FRUIT AND VEGETABLES—
Florida oranges coming.
Business generally quiet.
Potatoes a little cheaper.
Apple demand not very strong.

FISH AND OYSTERS—
Better demand now.
More frozen lines in.
Last month for fresh varieties.

PRODUCE AND PROVISIONS—
Hams cheaper and backs dearer.
Lard is easier.
Embargo by U. S. on poultry.
Eggs are again advancing.

GENERAL GROCERIES—
Tea takes further advance.
Valencia raisins firmer.
Beans up another 10c.
Dried fruits all firm.
No further change in sugar.

QUEBEC MARKETS.

Montreal, Nov. 12.—The sugar market seems to be supplying the trade with the most pleasing topic this week, and a further drop in price is awaited with interest. The consensus of opinion among brokers seems to be that the last drop was inevitable. Much time is spent going into the situation, special attention being drawn to the fact that the margin of profit on the present basis of raws has jumped from $1 or $1.25 to almost $2.35, whereas the margin in New York is only $1.40. When attention is drawn to the fact that refiners have an

agreement with the Government, and are making a profit now which they lost in the opening stages of the war, the trade reply that if Canadian refiners are now working on expensive raws, it is their own fault, and the public should not be paying for their misfortune. Wholesale grocers have to a certain extent taken sides with the refiners, believing that advances were justified, and the daily newspapers are now going into the matter. So that it is not improbable that another decline may take place in sugar. However, the market for raws in New York has advanced to 3c, following an order for 50,000 tons of refined received from France, with more orders to follow.

Business in most lines continues on a hand-to-mouth basis. Prices on many staples, such as tea, sugar and flour continue too high to attract much business. Where attractive purchases are offered, they are taken advantage of, and good business often results. On account of scarcity of barrels for apples and labor for picking them, farmers around Picton and Bloomfield, Ont., have found it cheaper to mix up their fruit and ship them loose in cars. A local house took advantage of this, sent out circulars to their customers, and offered these apples on a basis of $1.20 per 140 lbs., equal to a barrel. The broker who took on this business is finding an exceptionally good demand. As potatoes are selling at 60c for 90 lbs., these apples are cheaper than potatoes; they are cheaper than hay.

SUGAR.—Refiners state that the decline of 30c which took place at a late hour last week will not be followed by another just now, owing to the fact that prices are advancing in New York. Raws cannot be bought under 3¼c. An exceptional demand from France for refined is responsible for this advance. Refiners further state that in making a cut of 30c per cwt. last week they were influenced by the weakness of the New York market, yet they are still working on their expensive raws. They declare that price of refined should have gone higher; that it was warranted by the high price they had paid for their supplies, but could not do as they liked because of the cheap raws being offered. They are not in a position to say how long their stocks of expensive raws will last, and they will only buy further supplies as they are required. The effect of this drop in the price of Canadian refined has been to curtail business to a hand-to-mouth basis.

Attention last week was drawn to the fact that the new No. 16 Dutch sugar standard recently issued by the Government, is at least two points darker than in use in Montreal at present. Efforts have been made by the trade to have the Government retain the old standard, but they are not disposed to change it. The trade will continue to agitate the matter here and in the West Indies, which stands to have its business curtailed if the new standard is allowed to remain. It appears that the Government received this standard from a firm in Holland, who have Government authority to issue these standards, but the trade is still of opinion that a mistake has been made. The Dutch have furnished these standard colors for years, so that it has become a precedent, like Greenwich time. The Government maintains a stiff attitude on the matter.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	6 75
20 lb. bags	6 85
2 and 5-lb. cartons	7 05
Yellow Sugars—	
No. 3	6 60
No. 1	6 35
Extra Ground Sugars—	
Barrels	7 15
50 lb. boxes	7 35
25 lb. boxes	7 55
Powdered Sugars—	
Barrels	6 95
50 lb. boxes	7 15
25 lb. boxes	7 35
Paris Lumps—	
100 lb. boxes	7 20
50 lb. boxes	7 30
25 lb. boxes	7 50
Crystal Diamonds—	
Barrels	7 40
100 lb. boxes	7 50
50 lb. boxes	7 60
25 lb. boxes	7 80
Cartons and half cartons	8 75
Crystal Dominoes, cartons	8 85

DRIED FRUIT.—At last the S. S. Jacona has reached Montreal, and grocers should soon be receiving stocks of dried fruits and nuts. This boat is carrying good supplies of Valencia raisins, which should be good property in view of a turn the market has given in the last week or two. The demand from London for Valencias is growing, spot stocks there having been pretty well cleaned out. A London correspondent, writing, states that at time of writing active buying was still proceeding at two shillings per cwt. more than the average sales to Canada. He adds that this crop is shorter than was expected, and that only 3,000 tons remain in the farmers' hands, who will not give way. This looks as though higher prices will shortly be asked. The Turkish war seems to be playing an important part. Sultanas are pretty well cut off, and as demand in this country is large for this class of fruit, demand will be thrown on currants and Valencia raisins. Wholesalers here have bought sparingly of Valencias, trusting that they would secure supplies later on via Liverpool. For one reason or another, it seems that shipments from Liverpool will be restricted. However, leaving that side of the question alone, the market for Sultanas, currants and Valencia raisins is firm.

California markets are easy, and a seasonable trade is going on.

EVAPORATED FRUITS.	Per lb.	
Apples, 50-lb. boxes	0 06½	0 07
Nectarines, choice	....	0 11
Peaches, choice	....	0 08
Pears, choice	....	0 13
Apricots	....	0 15

DRIED FRUITS.		
Candied Peels—		
Citron	....	0 18
Lemon	....	0 12
Orange	....	0 13
Currants—		
Amalias, loose	0 07½	0 09
Amalias, 1-lb. pkgs.	0 08	0 08½
Filiatras, fine, loose, new	....	0 07
Filiatras, packages, new	....	0 08
Dates—		
Dromedary, package stock, per pkg..	0 10	0 13½
Fards, choicest	0 11	0 14½
Hallowee, loose	0 06	0 08
Hallowee, 1-lb. pkgs.	0 07½	0 08
Prunes—		
30 to 40, in 25-lb. boxes, faced	....	0 13
40 to 50, in 25-lb. boxes, faced	....	0 11½
50 to 60, in 25-lb. boxes, faced	....	0 11
60 to 70, in 25-lb. boxes, faced	....	0 10½
70 to 80, in 25-lb. boxes, faced	....	0 09¾
80 to 90, in 25-lb. boxes, faced	....	0 09
90 to 100, in 25-lb. boxes, faced	....	0 08½
Raisins—		
Malaga table, box of 22 lbs., 3-crown cluster, $2.60; 5-crown cluster	....	3 60
Muscatels, loose, 3 crown, lb.	....	0 08¼
Sultana, loose	0 09	0 11½
Valencia, new	....	0 07¼
Seeded, fancy	....	0 10
Seeded, choice	....	0 09

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

TEAS.—Ceylon and India blacks are up in London, due to the fact that supplies are difficult to secure. London stocks are getting low, and opinion has prevailed throughout the week that if shipments are restricted further, Great Britain would probably replace the embargo on tea. No auctions have been held in Calcutta or Colombo for some time. However, the sinking of the German cruiser Emden may result in shipments of tea coming through more freely. An advance took place in London last week, on blacks, of ½ to ¾d., and cable advices this week report a further advance.

This advance has not affected market here, as there has been too little business done to establish a price. No big lots have changed hands recently. While local business remains quiet, there cannot be big stocks in the hands of the trade; the quietness probably means that dealers are not disposed to pay the price. The market is exceptionally high, though really lower than in London.

The market for Japans is strong, as there are no low grade Ceylons this year to buck up against them; consequently there is a big demand for teas ranging from 17 to 18 cents wholesale. Dealers in Japan teas state that it is impossible to secure Japans cheaper than 17c, while there are some who state that 19c is a minimum. These are teas which in normal years would bring 14 to 15 cents.

A few Chinas are coming on to this market now, selling for 13 to 14c on common stuff, which in former years sold for 10 to 11 cents. Congos are scarce, and are in big demand from the West. They are being quoted around 14 to 15c wholesale.

RICE.—Prices are the same, and stocks are moving out slowly. Rice being a staple, there is usually an order for it with other groceries.

Rangoon Rices—	Per cwt:
Rangoon "B"	3 50
"C.C."	3 40
India bright	3 65
Lustre	3 75
Polished	5 25
Pearl	5 35

Fancy Rices—	Per cwt.
Imperial Glace	5 65
Sparkle	5 85
Crystal	5 85
Ice drips	6 20
Snow	6 05
Carolina head	7 85

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

Imported Patna—	Per lb.	
Bags, 224 lbs.	0 06	0 06½
Half bags, 112 lbs.	0 05¾	0 06
Quarter bags, 56 lbs.	0 05¾	0 06½
Velvet head Carolina	0 09½	0 10½
Sago, brown	0 06	0 06½
Tapioca—		
Pearl, lb.	0 05¼	0 06
Seed, lb.	0 05¼	0 06

MOLASSES.—The market is unchanged. Small lots are moving out every day, but there is no large buying.

Barbadoes Molasses—	Prices for Island of Montreal. Fancy.	Choice.
Puncheons	.38	.36
Barrels	.41	.39
Half barrels	.43	.42

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3¾c; ⅛ bbls., 4c; ¼ bbls..	0 04¼
Pails, 38¼ lbs., $1.95; 25 lbs.	1 46
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 80
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Maple Syrups—	
Pure, per 8¼ lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00
Maple sugar, pure, per lb.	0 10 — 0 11

COFFEE.—This market has little life in it, demand being poor. Importers are only bringing in supplies from hand to mouth. Rios are quoted 1c down this week.

Coffee, Roasted—		
Bogotas	0 26	0 30
Jamaica	0 23	0 25
Java	0 33	0 35
Maricaibo	0 23	0 27
Mexican	0 27	0 30
Mocha	0 30	0 33
Rio	0 18	0 20
Santos	0 21	0 22
Chicory, per lb.	0 10	0 12

NUTS.—While some of the nuts on the S.S.Jacona have already been sold, much will depend on the quantity arriving what the remainder will be sold at. Regarding the report that the French Government had placed an embargo on walnuts: this embargo has now been removed.

Shelled walnuts, per lb.	0 50	....
Shelled almonds, 28-lb. boxes, per lb.	....	0 45
Scicily filberts	....	0 16
Pecans—		
Large	....	0 18
Almonds	0 21	0 22
Walnuts, Grenoble	0 21	0 22
Brazils, new	....	0 15
Peanuts, No. 1, 12½c; No. 2	....	0 09¾
Peanuts, No. 3	....	0 08¾
Canadian chestnuts	....	0 12

SPICES.—There is no sign yet of new supplies of cream tartar. Those who are expecting it state that it will arrive in two or three weeks. Prices quoted are around 35c. It is stated that there are spot stocks in city which are quoted still around 50c. Other lines are holding firm at same price.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins. dozen.
Allspice	0 14—0 18	0 60—0 70	0 70—0 80
Cassia	0 22—0 25	0 72—0 90	0 80—0 90
Cayenne pepper	0 30—0 35	1 02—1 15	1 10—1 25
Cloves	0 35—0 40	1 15—1 30	1 25—1 40
Cream tartar—50c.			
Ginger, Cochin	0 18—0 23	——	——
Ginger, Jamaica	0 20—0 25	0 90—1 05	0 95—1 10
Mace	0 85—1 10	——	——
Nutmegs	0 30—0 35	1 02—1 20	1 10—1 25
Pepper, black	0 20—0 25	0 80—0 90	0 90—1 00
Pepper, white	0 29—0 32	1 05—1 10	1 10—1 20
Pastry spice	0 25—0 32	0 85—1 10	0 95—1 15
Pickling spice	0 20—0 25	0 75—0 90	0 80—0 95
Turmeric	0 20—0 22	——	——

Lower prices for pails, boxes or bailers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	....	0 12
Dutch	....	0 20
Cinnamon, Ceylon, lb.	....	0 60
Mustard seed, bulk	0 18	0 22
Celery seed, bulk	0 35	0 45
Cayenne chillies	0 25	0 30
Shredded cocoanut, in pails	0 20	0 25

DRIED VEGETABLES.—It is understood a number of carloads of choice primes have been sold to wholesale houses here at $2.30. Dealers cannot believe that these beans are choice primes, and are anxiously awaiting their arrival to see what they look like. Best price to be secured here is $2.39, but sales are being made as high as $2.45. Farmers around Chatham and Blenheim are asking $2.20 to $2.25 in the field. Sales of choice primes, 2-lb. pickers, took place here this week, the quality being guaranteed. A slight upward tendency is noted in the market. It is stated that farmers have lots of money behind them, and are backed up with stories that England will soon want large supplies, and that prices will be considerably higher.

The pea market is reported variously as large and small. All, however, admit that the quality is not good. In Quebec, peas must be good for soup purposes. There are lots of common peas, i.e., peas that are not good lookers or good boilers. Peas which look good will bring ten cents a bushel more than those which do not. Good boilers are being offered from $2.35 to $2.50.

Beans—		
Hand picked, per bushel	....	2 85
Canadian, white, per bushel	....	2 65
Yellow, per bushel	....	3 25
Yellow eyes, per bushel	....	3 25
Lima, per lb.	....	0 08
Peas, Imperial green, per bushel	....	2 50
Peas, white soup, per bushel	2 60	2 75
Barley, pot, per abg	....	3 50
Barley, pearl	....	4 50

ONTARIO MARKETS.

Toronto, Nov. 12.—Business has continued quiet during the week, but there have been a number of factors enter into the markets which have created interest. Following the reduction in sugar, the market has been very quiet, as is usually the case when a market is declining. Dealers are evidently holding off for lower prices, and generally there are good stocks. There is some feeling that there should be further reductions immediately in view of the price of raws, to which the refiners reply that they are only taking the usual margin above the cost of supplies. Tea in London has gone up to the high point of 30 years, but the situation is a little easier for direct importation, and there should be a general improvement now that the German menace has been removed from the Indian Ocean, although high prices may rule until the end of the year. The dried fruit market generally has taken strength on the elimination of Turkish supplies, but it remains to be seen whether wholesalers will advance prices or will endeavor to turn their goods as usual. Beans show a further advance of 10c.

TEA.—Further advance at the weekly tea auction at London on Tuesday took the market to its highest position in thirty years. Sales, however, were improved, volume passing showing 11,000 chests, as compared with 6,000 chests previous week. There is an excited demand for all-leaf grades. This covers teas from all countries of production. Present high prices are largely due, in first place, to holding back of shipments on account of enemy's cruisers, and also to a very keen demand from foreign markets. Most distributing houses in England are short of stocks, and are buying from hand to mouth, so that, although within next month there should be good supplies from India, reactionary influence on price is a matter of speculation. Rightly or wrongly, there seems to be an expectation that high prices will hold at least until after Christmas, and perhaps until we run into next season's teas. Although London is the big market, there are dealers who import to Canada direct, with the result that they say they can land their supplies as much as 1d. under the London quotation, and with the Emden out of the way improvement may come quickly.

SUGAR.—Sugar still continues in the limelight. Followers of New York market have noted a reaction of feeling this week as the result of France becoming a heavy buyer. The price shrunk as low as 2 7-16 Cuba, which is on a basis of $3.45, but this was the bottom of the drop, and there were soon bids back at 2⅝ Cuba, or $3.64 New York, and from this strength continued until New York figure is now $4.01. Another factor has been the entry of Turkey into war and chances of something happening to interfere with Great Britain getting supplies through Java. Great Britain has shown no further interest in situation since placing the embargo, and there is much room for speculation as to how long it will be maintained. In Canada reduction of a week ago holds market, and it is expected that there will be further reductions later. On this expectation there has been little buying; a falling market is usually dull, and this is no exception, especially as trade seems to be pretty generally stocked. Whether the reduction made was because high-priced raws were running out, or whether it was because of pressure of low prices in New York, and the fact that public feeling was being aroused is not known, but therein probably lies a reply as to how long the present prices will prevail. Generally the idea is that there will be further reductions, but it may possibly be that present level will hold until reaction takes prices up to it. However, refiners have laid the claim that they are selling at prices in proportion to cost of raws, and surely they must have been heavy purchasers on the recent low level. Again, it may be that Canadian price was forced down for sig-

nificant fact that American refined dropped to $4.90, and with a duty of $1.93, this could have been brought to Canada for $6.83, and to this the freight could be added and leave the importer to benefit by his enterprise. Prospects are for a good crop in Cuba this winter, and reports indicate that Europe is going to get most of its beets harvested; even in Belgium a report from German sources indicates that arrangements are being made to save the crop.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 81
20 lb. bags	6 91
10 lb. bags	6 96
2 and 5-lb. cartons	7 10
Nova Scotia refined, 100-lb. bags	6 71
Extra Ground Sugars—	
Barrels	7 21
50 lb. boxes	7 41
25 lb. boxes	7 61
Powdered Sugars—	
Barrels	7 01
50 lb. boxes	7 21
25 lb. boxes	7 41
Crystal Diamonds—	
Barrels	7 56
100 lb. boxes	7 56
50 lb. boxes	7 66
Paris Lumps—	
100 lb. boxes	7 56
50 lb. boxes	7 66
25 lb. boxes	7 86
Cartons (20 to case)	8 11
Cartons (50 to case)	8 61
Crystal Dominoes, cartons	8 71
Yellow Sugars—	
No. 1	6 41

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

DRIED FRUIT.—This market is getting close attention from trade, and there are many factors which require consideration in looking to the future. The latest element is, of course, the Turkish situation, and fact that supplies of figs and Sultana raisins are likely to be cut off for some time; in fact, at moment it is impossible to even get mail through. The question is with regard to price. Values have certainly advanced where it is desirable for wholesalers to buy, and there are quotations heard of 1¼c up for raisins and 1c for figs, but for most part there are no stocks changing, and wholesalers are prepared to hold for their regular customers. One theory is that there will be an upward market from now until after the holiday season at least; another theory is that there are nearly sufficient stocks to supply the demand, and that wholesalers will be satisfied to leave prices as they are and turn the goods, as they are hardly satisfactory to carry over into another season. Whatever the future may be, the immediate effect has been to give firmness to a very weak market. California fruits are in much better position than a week ago. Not only has Turkish trouble helped to stiffen raisins, which are advancing, but England and Germany have been buying apricots and prunes, and these have firmed up considerably. Canadian evaporated apples continue very cheaply with a weak market. Peels are about 1c up from bottom of range. Generally the tone in this department is better, not only on account of stronger market, but from the fact that fag ends of stocks have been pretty well disposed of. There will be new supplies of Mediterranean fruits early in the week.

Apricots—		
⅘90 0 90 0		
Standard, 25 lb. boxes	0 11½	0 14
Choice, 25 lb. boxes	0 14	0 15½
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lb.	0 07½	0 08
Amalas, choicest, per lb.	0 07½	0 08
Patras, per lb.	0 08	0 08½
Vostizzas, choice	0 09½	0 10
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09	0 09½
Fards, choicest, 60-lb. boxes	0 08½	0 09
Package dates	0 07½	0 09
Hallowees	0 06	0 06½
Prunes—		
30-40s, California, 25 lb. boxes	0 13½	0 14½
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12¼
60-70s, 50 lb. boxes	0 10	0 10½
70-80s, 50 lb. boxes	0 09½	0 10
80-90s, 50 lb. boxes	0 09	0 09½
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 07	0 07½
25-lb. boxes ¼c more.		
Raisins—		
Sultana, choice, new	0 10	0 11
Sultana, fancy, new	0 12	0 14
Valencia	0 08	0 09
Seeded, fancy, 1 lb. packets	0 10	0 10½
Seeded, choice, 1 lb. packets	0 09½	0 10
Seeded, choice, 12 oz.	....	0 08½
Seedless, 16 oz. packets	0 11	0 11½
Seedless, 12 oz. packets	....	0 10

SPICES.—Material advances in the prices of peppers are feature of trade this week. The advances have been about four to five cents to dealers, but it is a question as to what extent these advances may be passed on to retailers. Rise is a temporary fluctuation caused by activities of the Emden, and now that German menace has been removed from the Indian Ocean, shipments will, no doubt, be resumed immediately, so that advance should not affect market for more than a few weeks. Lower prices can be looked for almost immediately for cream of tartar. Importers have bought on a basis to warrant this reduction, but it will not go into effect until new goods arrive.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	—0 12	—0 18
Allspice, whole	—....	—0 17
Cassia, whole	—....	0 21—0 26
Cassia, ground	0 18—0 19	0 21—0 26
Cinnamon, Batavia	—....	0 36—0 40
Cloves, whole	—....	0 28—0 33
Cloves, ground	0 21—0 26	0 31—0 35
Cream of tartar	0 25—0 35	—0 40
Curry powder	—....	—0 35
Ginger, Cochin	0 14—0 17	0 20—0 23
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, whole	—....	0 24—0 27
Ginger, African, ground	—....	—0 18
Mace	—....	0 80—1 06
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	—....	—0 37
Nutmegs, ground, bulk, 45c; 1 lb. tins	—....	—0 50
Pastry spice	—....	0 27—0 30
Peppers, black, ground	0 12—0 16	0 19—0 22
Peppers, black, whole	—....	0 20—0 22
Peppers, white, ground	0 19—0 27	0 32—0 35
Peppers, white, whole	—....	0 31—0 33
Pickling spice	—....	—0 17
Turmeric	—....	0 18—0 20

NUTS.—There are no changes noted here, but conditions are much the same as apply to dried fruits in relation to some varieties. However, it is not expected that there will be any immediate change of importance unless rumored embargo against exports is imposed by France.

In Shell—	Per lb.	
Almonds, Tarragona	0 17½	0 20
Brazils, medium, new	0 11	0 12
Brazils, large, washed, new	0 12	0 14
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 15	0 17
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	....	0 17½
Walnuts, Bordeaux	....	0 14
Walnuts, Marbots	....	0 15
Shelled—		
Almonds	....	0 55
Filberts	....	0 35
Peanuts	0 10½	0 11½
Pecans	0 56	0 60
Walnuts	0 55	0 60

COFFEE.—The situation shows little change during the week, although Javas and Mochas are, if anything, firmer, there being a chance that supplies of the latter may be interfered with should shipping through the Suez Canal be tampered with. Santos also are noticeably firmer, although the price has not advanced beyond the former range. This appears to be a reaction after low level reached by Brazilians.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 33	0 36
Arabian Mocha	0 33	0 36
Guatemala	....	0 32
Bucramanga	0 30	0 32
Mexican	0 30	0 32
Maracaibo	0 26	0 29
Jamaica	0 26	0 28
Santos	0 22	0 25
Rio	0 18	0 22
Chicory	....	0 14

BEANS.—Market is stronger, with an advance of about 10c a bushel. The bean crop is reported to be short, and returns confirm this, indicating that there will not be more than a three-quarter crop as compared with a year ago. Farmers evidently consider that beans are a good hold, and the deliveries are comparatively light. There is a good demand for export trade, and this is holding the price in its position.

Beans—	Per bushel.	
Canadian, hand picked	3 10	3 35
Canadian primes	3 00	3 25
Lima, per lb.	0 08¾	0 09
Peas, blue, Canadian, per bush.	2 90	3 00
Peas, whole, white, per bush.	2 90	3 00

RICE.—Market shows no material change, but situation has been considerably relieved by capture of the Emden and removal of the German menace from the East. This refers particularly to sago and tapioca, of which supplies are again assured now.

Rice—		
Rangoon, per lb.	0 03½	0 04
Rangoon, fancy, per lb.	0 04½	0 05
Patna, per lb.	0 06½	0 08
Japan, per lb.	0 06½	0 08
Java, per lb.	0 08	0 08½
Carolina, per lb.	0 09	0 10
Sago—		
Brown, per lb.	0 06	0 06½
White, per lb.	....	0 06
Tapioca—		
Bullet, double goat	....	0 10½
Medium pearl	0 06	0 7
Seed pearl	0 06	0 07
Flake	....	0 10½

SYRUPS.—Market continues quiet, and situation is without change of importance.

Syrups—	Per case.	
2 lb. tins, 2 doz. in case	....	2 65
5 lb. tins, 1 doz. in case	....	3 00
10 lb. tins, ½ doz. in case	....	2 90
20 lb. tins, ¼ doz. in case	....	2 85
Barrels, per lb.	....	0 03¾
Half barrels, lb.	....	0 04
Quarter barrels, lb.	....	0 04¼
Pails, 38½ lbs. each	....	1 95
Pails, 25 lbs. each	....	1 40
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	0 24	0 26
West Indies, half barrels	0 26	0 28
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 6 to case	4 40	4 80
½ gals., 12 to case	4 70	5 40
¼ gals., 24 to case	4 70	5 40
Pints, 24 to case	2 50	3 00

Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12¾
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 90

MANITOBA MARKETS.

Winnipeg, Nov. 11.—A number of price changes are again noted, most important of these being the reduction of 30c in sugar. Barley has also been put on a lower basis, while peas have moved upward.

SUGAR.—As was predicted last week, a drop has come, but it is considerably larger than was expected, and this drop moreover is apparently to be followed by a still further decrease. It begins to seem that those consumers who caused the retailers much trouble by insisting on securing four and five bags of sugar to last them over the winter will now have the pleasure of eating sugar bought at a higher price than that being asked over the grocery counter. It begins to look as if this commodity is to stay down in price. The cause of this decline is, of course, the drop in raws, which was brought about quite largely by Great Britain ceasing to buy. There is now supposed to be enough sugar in the British Isles to satisfy all needs for six months, and with normal crop conditions on cane, and the American beet sugar now on market, there seems no reason why high prices should prevail. Refined sugar is selling in New York to-day at 5c, which would make the basis in Winnipeg about $6.50 per cwt. While this figure is considerably below the reduced quotations of this week, it is yet thought that further declines will bring the market practically to this basis.

	Per cwt. in sacks.
Sugar, Eastern—	
Extra standard granulated	7 20
Extra ground or icing	7 20
Powdered	7 00
Lump, hard	7 65
Montreal yellow	6 30
Sugar, Western Ontario—	
Sacks, per 100 lbs.	6 80
Barrels, per cwt.	5 75
Halves, 50 lbs., per cwt.	5 80
Bales, 20 lbs., per cwt.	5 85
Powdered, barrels	6 10
Powdered, 50s	5 45
Powdered, 25s	6 75
Icing, barrels	6 40
Icing, 50s	6 65
Icing, 25s	6 80
Icing, pails	6 70
Cut loaf, barrels	6 50
Cut loaf, 50s	6 75
Cut loaf, 25s	7 00
Sugar, British Columbia—	
Extra standard granulated	7 00
Bar sugar	7 15
Icing sugar	7 35
Powdered sugar	7 15
H. P. lumps	7 85
Yellow	6 35
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 60
5-lb. tins, 1 doz. to case, per case	4 00
10-lb. tins, ½ doz. to case, per case	3 75
20-lb. tins, 3 tins to case, per case	3 70
(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)	
Molasses—	Per gal.
Barbadoes	0 53
New Orleans	0 34
Maple Syrups—	Per case.
Imperial quarts, case, 2 doz.	5 40
Imperial ½ gals., 1 doz.	5 55
New, pure, ½ gal. case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—Prunes are considerably stronger again, and there now seems a chance of a slight advance in price. New figs have arrived, and are turning out well. New Valencia raisins are also here, while it is expected new Sultanas will come on this market next week. On all these foreign goods the prices are slightly higher than last year, due to the exceptional conditions. The advances, however, are only such as are warranted by these conditions. During the week there have been no price changes whatever.

Apples, evaporated, new, 50's	....	0 07½
Apples, evaporated, new, 25's	0 07¼	0 07¾
Apricots, choice, 25's	....	0 12
Apricots, choice, 10's	....	0 13
Apricots, standard, 25's	....	0 11¾
Currants—		
Dry clean	....	0 09½
Washed	....	0 09⅝
1 lb. package	....	0 09½
2 lb. package	....	0 19
Vostizzas, 1 lb.	....	0 12½
Dates—		
Hallowi, loose, per lb.	....	0 06
Hallowi, 1 lb. pkgs.	....	0 06½
Fard dates, 12-lb. boxes	....	1 10

BEANS. — Reports from Ontario would indicate that we will not again see prices in beans as low as last year. This satisfactory state of affairs, from the grower's standpoint, results largely from the large orders of the British and French Governments. At present it appears beans will not go lower than the quotations struck last week of $2.75 for 3-lb. pickers. Unless better conditions prevail than are now reported, even that price may not hold long.

Beans—		
Foreign, hand-picked	....	3 50
Canadian, hand-picked	....	3 40
3-lb. pickers	....	2 75
Barley—		
Pot, per sack, 96 lbs.	....	3 00
Pearl, per sack, 98 lbs.	....	4 15
Peas—		
Split peas, sack, 98 lbs.	330	3 75
Whole peas, bushel	....	2 50

SASKATCHEWAN MARKETS.

(By Wire.)

Regina, Nov. 12.—The sugar market on November 6.. took another drop of 20 cents. Sugar is now quoted at $7.23 in car lots. New York market is firmer this week. An advance in flour is expected owing to advances in wheat.

Produce and Provisions—		
Butter, creamery, per lb.	0 29	0 30
Butter, dairy, No. 1	....	0 21
Cheese, per lb.	0 17¾	0 18
Eggs, fresh, per doz.	....	0 27
Lard, 3's, per case	....	7 50
Lard, 5's, per case	....	7 45
Lard, 10's, per case	....	7 40
Lard, 20's, each	....	2 50
General—		
Beans, Ontario, per bushel	....	3 10
Coffee, whole roasted, Rio	0 17	0 19
Cream of tartar, lb.	....	0 52
Cocoanut, lb.	....	0 20½
Evap. apples, 50's	....	0 12½
Potatoes, new, per bush., B.C., $1.25; N. B.	....	0 90
Rolled oats, 20's, 75c; 40's, $1.50; 80's	....	3 00
Rolled oats, bail of 80 lbs.	....	3 10
Flour, 98's,	....	3 45
Rice, per cwt.	....	4 30
Sugar, standard, gran., per cwt.	....	7 23
Sugar, yellow, per cwt.	....	6 83
Walnuts, shelled, 54c; almonds	....	0 53
Canned Goods—		
Apples, gals., case, $1.40-$1.91, doz.	....	3 82
Broken beans, 2's	....	2 60
Beans	....	2 23
Corn, standard, per 2 dozen	....	2 23
Peas, standard, per 2 dozen	....	2 23
Plums, Lombard	2 10	2 21
Peaches	....	3 16
Strawberries and raspberries	....	4 00
Tomatoes, standard, per dozen	2 35	2 60
Salmon—		
Sockeye, 1's, 4 doz. case	....	9 85
Sockeye, ½'s	....	12 35
Cohoes, 1's	....	6,00
Humpbacks, 1's	....	4 60
Fruits—		
Apples, per bbl., Ontario	4 00	4 25
Lemons	....	5 90
Oranges	....	3 75
Dried Fruits—		
Apricots, per lb.	....	0 11¾
Apples, per lb.	....	0 07½
Currants, per lb.	....	0 07⅞

ALBERTA MARKETS.

(By Wire.)

Edmonton, Alta., Nov. 12.—Christmas goods are arriving. City trade is inclined to be quiet, but country trade brisk. Cheese has advanced to 17½ to 17¾c. Evaporated apples have shown a decline to 8 to 8½c, and potatoes are down to 55c per bushel. Sugar (granulated) has decreased to $7.60 to $7.70 and yellow to $6.95:

Produce and Provisions—		
Cheese, per lb.	0 16½	0 17
Butter, creamery, per lb.	....	0 31
Butter, dairy, No. 1, 26c; No. 2	....	0 21
Cheese, per lb.	0 17½	0 17¾
Lard, pure, 3's, per case	....	7 95
Lard, pure, 5's, per case	....	7 90
Lard, pure, 10's, per case	....	7 80
Lard, pure, 20's, each	....	2 53
General—		
Beans, Ontario, per bushel	2 90	3 25
Coffee, whole roasted, Rio	0 18½	0 20
Evaporated apples, 50's	0 08	0 08½
Potatoes, per bush.	....	0 55
Rolled oats, 20's	....	0 79
Rolled oats, bail	3 25	3 75
Flour, 98's, $3.55-$3.65; rolled oats, 80's	....	2 50
Rice, per cwt.	....	4 80
Sugar, standard gran., per cwt.	7 60	7 70
Sugar, yellow, per cwt.	....	6 95
Canned Goods—		
Apples, gals., case	....	1 50
Corn, standard, per two dozen	2 05	2 10
Peas, standard, 2 dozen	....	2 10
Plums, Lombard	....	2 25
Peaches	....	3 25
Strawberries, $4.45; raspberries	....	4 00
Tomatoes, standard, per dozen	....	2 50
Salmon, sockeye, 4 doz. talls, case, 1s	....	9 50
Cohoes, 1's, $5.75; humpbacks, 1's	....	4 35
Fruits—		
Lemons	....	6 75

NEW BRUNSWICK MARKETS.

(By Wire.)

St. John, Nov. 12.—Drop in sugar enlivened market last week. It went down 30 cents. Rolled oats are higher by 25 cents. Bean situation is unchanged here. Pork is higher again. American being $27 to $29 and domestic $28 to $29, with market quite firm. Shipments of figs from Turkey have been received, but prices will possibly be higher because of the war. Currants are cheaper at 8 to 8¼c. Eggs are firmer, but fairly plentiful.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	....	0 17
Beef, barrel	26 50	27 00
Beef, corned, 1 lb.	3 15	3 30
Pork, American clear, per bbl.	27 00	29 00
Pork, domestic, per bbl.	28 00	29 00
Butter, dairy, per lb.	0 22	0 23
Butter, creamery, per lb.	0 23	0 24
Eggs	0 26	0 29
Lard, compound, per lb.	0 10¼	0 10½
Lard, pure, per lb.	0 13¼	0 13½
Cheese	0 16½	0 16¾
Flour and Cereals—		
Cornmeal, gran.	....	6 00
Cornmeal, ordinary	....	1 90
Flour, Manitoba, per bbl.	....	7 55
Flour, Ontario	....	6 85
Rolled oats, per bbl.	....	7 00
Oatmeal, standard, per bbl.	....	7 70
Fresh Fruits and Vegetables—		
Lemons, Messina, box	....	7 00
Oranges, Val., case	4 00	5 50
Potatoes, new, bbl.	1 25	1 35
Sugar—		
Standard granulated	6 90	7 00
United Empire	6 80	6 90
Bright yellow	6 70	6 80
No. 1 yellow	6 40	6 50
Paris lumps	8 00	8 25
Beans, white, per bush.	3 00	3 06
Beans, yellow eyes, per bush	3 70	3 75
Canned pork and beans, per case	2 80	3 00
Molasses, per gal.	0 34½	0 35
Cream of tartar, per lb., bulk	0 50	0 53
Currants, per lb.	0 08	0 08¼
Rice per cwt.	4 50	5 00

Fruit and Vegetables

Easy Feeling in Regard to the Apple Market

Demand is not so Active and Supplies are Very Heavy—Lower Prices May Result—Lemons are Firmer—Potatoes are Somewhat Cheaper—Business Generally quiet.

MONTREAL.

FRUIT.—Market for Fameuse and McIntosh Reds remains firm, the price having advanced again, owing to difficulty in securing supplies. The apple market may display weakness next week, as supplies are coming in very freely on the approach of cold weather. A higher market is not expected. Messina Virdilla lemons are dearer this week on account of scarcity. Four dollars and a half is being asked for 300 size. New Messina lemons are expected in shortly. Malaga grapes are in, worth $5 for 420 size. Market in Liverpool on these grapes is up $1 per keg. The quality is only fair this year.

Apples—		
Baldwins, No. 1, bbl.	....	3 00
Spys, No. 1, bbl.	....	3 25
Russets, No. 1, bbl.	....	3 25
Greenings, No. 1, bbl.	....	3 00
Fameuse, No. 1, bbl.	....	4 00
McIntosh Reds, No. 1, bbl.	....	4 50
No. 2, all varieties, 50c less per barrel.		
Bananas, crate	2 00	2 25
Cranberries, bbl.	6 00	7 00
Grapefruits, Jamaica, case	....	3 00
Grapes, Cal., box	....	2 40
Grapes, Can., small basket	0 17	0 20
Grapes, Malaga, keg	....	5 00
Lemons, Messinas—		
Extra fancy, 300 size	....	4 50
Limes, small boxes	....	1 25
Oranges—		
Cal. late Valencia, 150-176-200-216	....	4 00
Cal., 100-126-150-288 size box	....	4 00

VEGETABLES.—The feature of this market is the advance in price of cauliflowers. Very small cauliflowers can be bought for $1 per dozen, but the price for good cauliflowers ranges around $1.75 to $2. Celery and potatoes continue to sell well, the former bringing $3 per crate. Artichokes can be bought for $1 per bag. American beans, for which there is a fair demand, are worth $3 basket, but may be dearer before long. The cold weather will probably stiffen prices for beets, carrots and turnips. These have sold as low as 50c per bag, but will probably bring 75c now. Much depends on the amount coming in. Demand for cabbage is poor, this being the reason why the price is so low—25c to 50c. Lettuce is slow; there is lots of parsley, bringing 15c doz. Hothouse tomatoes are cheaper, bringing as low as 14c per lb.

Artichokes, bag	....	1 25
Beans, American, basket	3 00	....
Beets, bag	0 40	0 75
Cabbage, per dozen	0 25	0 50
Carrots, bag	0 50	0 75
Cauliflower, dozen	1 75	2 00
Cucumbers, doz.	....	1 50
Celery, crate	3 00	4 00
Egg plant, per dozen	1 50	1 75
Leaks, doz.	....	1 50
Lettuce, head, per box	1 60	1 75
Curly lettuce, per box	1 00	1 25
Onions—		
Spanish, per case	....	3 00
Spanish, per ½ case	....	1 75
Native, per doz. bunches	0 30	1 00
Red, 75-lb. bags	....	1 25
Parsnips, bag	0 50	0 75
Parsley, doz. bunches	....	0 15
Peppers, green, 3½ qt. basket	0 25	0 50
Potatoes—		
Montreal, bag	0 65	0 75
Potatoes, sweet, Jersey, hpr.	....	1 75
Spinach, Montreal, in boxes	0 25	0 50
Turnips, bag	0 50	0 75
Tomatoes, hothouse, lb.	0 18	0 25
Watercress, doz.	....	0 40

TORONTO.

FRUIT.—Business is working down to cold weather basis, and summer demand is going out with the Canadian fruits. Volume passing is not large for season. Grapefruit continue very cheap and somewhat under the quotation of a week ago, $3 being a steady price. Valencia oranges are advancing, and are up about 25c since a week ago. The end of the Valencias will be seen in about ten days, and already the Floridas are coming to take their place, the price being $3 and $3.25. Apples are plentiful, but there is not a particularly strong demand at the time being. The end of Canadian grapes is in sight, and this week should see last of them. Lemons are inclined to be firmer.

Apples—		
Wagners	....	2 50
Greenings	2 25	2 50
Kings	2 50	2 75
Baldwins	2 00	2 50
Spies	2 75	3 00
Seeks	2 25	2 50
Canada Reds	2 25	2 50
McIntosh Reds	2 25	2 50
Snows	2 50	3 00
No. 2s, 40-50c less.		
Bananas, per bunch	1 50	2 00
Cocoanuts, sack	....	3 75
Cranberries	6 50	....
Grapes—		
Canadian, 6-qt. bkts.	0 16	0 20
Tokays	1 90	2 00
Malaga, barrel	4 50	5 50
Oranges—		
Florida	3 00	3 25
California, late Valencias	3 50	3 75
Lemons, Messinas	4 00	4 50
Limes, per 100	....	1 25
Pears—		
California, box	....	3 25
Canadian, late varieties	0 25	0 30
Pineapples, Porto Rico, case 10	....	4 50
Grape fruit	3 10	3 25

VEGETABLES.—Business is generally quiet, although there is fall stocking in some instances, which is leading to a demand for late Canadian vegetables. Hothouse tomatoes are all that is now being offered, price being 15c lb. A little corn and some egg plants may be secured, but, generally speaking, they are through for season, and gherkins and red peppers also come off the list, while the only slicing cucumbers to be had are hothouse, and are worth $1.50 to $1.75 a dozen. Citrons and Spanish onions are a little higher, and green peppers have gone up to 75c basket. California pomegranates are being sold at $3 and $3.25 the crate, in addition to domestic grown at 75c dozen. Ontario potatoes are firmer, and Delawares somewhat lower in price. Some inquiry is reported in the export trade for supplies for Cuba and other countries.

Beets, Canadian, bag	0 62½	0 65
Cabbage, Canadian, dozen	0 35	0 40
Carrots, bag	0 62½	0 65
Cauliflower, doz.	0 50	0 75
Citrons, doz.	....	0 30
Cucumbers—		
Slicing, hothouse	1 50	1 75
Medium pickling sizes	0 35	0 75
Celery, California, case	3 50	....
Mushrooms, per lb.	0 60	0 75
Water Cress, 11 qt. basket	....	0 50
Onions—		
Spanish, big crate	3 00	3 25
Can., 75-lb. bags	0 95	1 00
Green peppers, basket	....	0 75
Potatoes, Delaware	....	0 75
Potatoes, Canadian, bag	....	0 65
Parsley, basket, 11-qt.	0 30	0 35
Pumpkins	0 10	0 20
Tomatoes, hothouse, lb.	....	0 15
Turnips, bag	....	0 50
Sweet potatoes, hamper	1 35	1 50
Squash, Hubbard, doz.	....	0 75
Lettuce, box	....	2 00
Parsnips, Canadian, bag	0 65	0 70
Persimmons, California, crate	....	2 50
Pommegranates, doz.	....	0 75
Pommegranates, crate	3 00	3 25

SALMON IN GLASS.

A new experiment with regard to "canned" salmon has been tried at the Heceta Island plant of the Swift-Arthur-Crosby Co. Two thousand cans have been put up in glass instead of tin and the trade will await with some interest the reception which these goods receive from the consumer.

Navigation's Close Not to Have Much Effect

Reason is That Arrivals are Light and Stocks at Head of Lakes are not Heavy—Business Still Quiet and Some Mills Slowing Down—Rolled Oats Advance—Better Demand for Mill Feeds.

MONTREAL.

FLOUR.—This market is expected to pick up as soon as the demand for feeds is big enough for mills to compel customers to take both. At present there is very little improvement, brokers declaring that they have never known such a quiet period. More than ever, buyers seem to be purchasing hand to mouth to meet the present small demand. The close of navigation at end of this month may help some, as some merchants will be compelled to lay in stocks. While old prices are still good, it is declared that millers only need to see the coin to make sales at much better prices.

Manitoba Wheat Flour—	Per bbl.
First patents	6 70
Second patents	6 20
Strong bakers'	6 00
Flour in cotton sacks, 10 cents per barrel more.	

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	6 25	6 50
90 per cent., in wood	5 50	6 00
90 per cent., in bags	2 50	2 60
Straight roller	5 70	5 90
Blended flour	5 75	6 25

CEREALS.—The rolled oat market last week advanced 17½c, millers giving as a reason a shortage of crop. Package goods remain the same. Business is quiet, but something better is expected as soon as the cold weather is well set in. There is little call for cornmeal.

Cornmeal—	Per 96-lb. sack.
Gold dust	2 45 2 50
Unbolted	2 15 2 25
Rolled Oats—	90's in jute.
Small lots	3 35 ....
25 bags or more	3 20 ....
Rolled oats in cotton sacks, 5 cents more.	
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.	
Rolled Wheat—	100-lb. bbls.
Small lots	.... 3 50
Hominy, per 98-lb. sack	.... 2 75

FEEDS.—While there are some who state that feed business is as bad as ever, the larger millers state that a marked improvement has been noticed, especially in shorts and bran. Every year an improvement is seen around the end of November and the beginning of December, when the grass is done, and farmers have to buy supplies to feed their cattle. At the close of navigation it is believed that prices will be firm. However, feeds are being sold at prices much below those quoted, and it is stated that 40,000 bags of feed are being stored in Montreal warehouses, which is something unusual. However, millers always store large quantities at this time of year when they can take advantage of cheap freights.

Mill Feeds—	Car lots,	per ton
Bran	....	25 00
Shorts	....	27 00
Middlings	29 00	30 00
Wheat moulee	....	30 00
Feed flour	35 00	36 00
Mixed chop, ton	....	36 00
Crushed oats, ton	....	36 00
Barley, pot, 98 lbs.	3 00	4 00
Oats, chop, ton	....	36 00
Barley chop, ton	....	36 00
Feed oats, cleaned, Manitoba, bush..	....	0 65

TORONTO.

FLOUR.—Attention is now being given to probable effect of closing of navigation on the 23rd on flour business. Usually prices shift, but this year the deliveries are so light and there are such small stocks at the head of the lakes that it is questionable if there will be any change. Trade continues dull and the month is much slower than a year ago, although some buying on a hand-to-mouth basis has brought an improvement over October and September. Mills are slowing down—in fact, some are reported to be closed—while others are working on short time. Export business is very slow and small amount that was passing has been largely stopped owing to raising of ocean freight rates last week.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patent	6 80	6 60
Second patent	6 30	6 10
Strong bakers	6 10	5 90
Flour in cotton sacks, 10c per bbl. more.		

Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	5 50	5 30
90 per cent.	5 10	4 90
Straight roller	5 00	4 80
Blended flour	5 35	4 95

CEREALS.—With oats market continuing strong and prices ascending, there has been a further advance in rolled oats of 25c barrel. Corn products remain same and firm in sympathy. Little export business is being done in rolled oats owing to prices being lower on other side, which puts quotations out of line here.

Barley, pearl, 98 lbs.	....	5 00
Buckwheat grits, 98 lbs.	5 50	6 00
Corn flour, 98 lbs.	2 50	3 00
Cornmeal, yellow, 98 lbs.	2 65	2 75
Graham flour, 98 lbs.	3 00	3 30
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 92½
Oatmeal, granulated, 98 lbs.	....	3 92½
Peas, Canadian, boiling, bush.	2 75	3 00
Peas, split, 98 lbs.	....	5 00
Rolled oats, 90-lb. bags	3 37½	3 57½
Rolled wheat, 100-lb. bbl.	3 75	4 00
Rye flour, 98 lbs.	....	3 80
Wheatlets, 98 lbs.	3 75	4 00
Whole wheat flour, 98 lbs.	3 75	4 00

MILL FEEDS.—Situation is firmer on less favorable weather and slowing down of mills, but there is no material change in prices. Oats have advanced further to the extent of 2c to 4c bush.

Mill Feeds—	Mixed cars,	per ton
Bran	24 00	25 00
Shorts	26 00	28 00
Middlings	30 00	32 00
Wheat moulee	....	30 00
Feed flour, per bag	1 75	1 85
Oats—		
No. 3, Ontario, outside points	....	0 50
No. 3, C.W., bay ports	....	0 60

WINNIPEG.

FLOUR AND CEREAL.—At the present time the flour industry is quiet. This, it is thought, however, will mean larger orders a little later on when the farmers begin to go to town in larger numbers. Prices still remain steady, and it is not expected there will be any change for some time at least.

Manitoba Wheat Flour—	Per bbl.
First patents	6 40
Second patents	5 80
Strong bakers'	5 10
Cereals—	
Rolled oats, per 80 lbs.	2 80
Oatmeal, fine, standard and gran'd, 98 lbs	2 80

Canadian Grocer readers should remember that they can get the cut "Be Loyal To Your Own Community," which was shown on page 43 of the issue September 18, at cost price—15 cents each. This can be used to advantage in all your newspaper advertising, and will have the effect of counteracting to a certain extent the work of the mail order houses. "Be Loyal To Your Own Community" is a slogan that should make a particularly good appeal at the present time.

Fish and Oysters

Better Demand With Cooler Weather

Arrivals of Frozen Stocks Are Helping Business — Eastern Merchants Getting in Supplies Before Navigation Closes — Halibut Hard to Secure and the Prices Are Higher—Frozen Stock Filling the Gap.

MONTREAL.

FISH AND OYSTERS.—Now is the time many are getting in supplies of salt herring, salmon and green codfish, before the last boat. Dealers report a better demand from the country, for both salt prepared, and smoked fish. Prices are about the same as they were a year ago. Kippers and Yarmouth bloaters are coming in every few days, of excellent quality. Fillets are more plentiful, and the price has been reduced; but haddies continue scarce. Halibut is hard to secure, and the price is slightly higher—12 to 13c—but cars of frozen stock are being brought in at lower prices, the quality of which is good. Mackerel is plentiful and cheap. Fresh trout and whitefish are practically out, the season for latter closing on Nov. 10. A supply of frozen whitefish is selling now. Dore also is nearly finished. B. C. fresh salmon is scarce and higher. Oysters are about the same as last week, the demand being fairly good, and prices about the same.

TORONTO.

FISH AND OYSTERS.—Business in fish and oysters has very much improved of late with the cooler weather and the bivalves, together with frozen and smoked lines, are moving freely, while there is also a good demand for fresh stock. From this time forward, however, there will be a falling off in the demand for fresh varieties as usual at this season of the year and another month will see about the end of this business. Frozen cohoes and qualla salmon, halibut and sea herring are catching public attention for the time being.

FRESH FISH.

	Montreal	Toronto
Halibut, fancy express, per lb.	0 13	0 12
Haddock, fancy, express, lb.	0 05½	0 07
SSteak cod, fancy, express, lb.	0 07	0 08-0 09
Market cod, per lb.	**0 05**	....
Flounders, fancy, express, lb.	0 08	0 08
Skinned bullheads	....	0 10
Gaspe salmon	0 14	....
B. C. salmon	0 18	0 14
Chilled salmon	0 10	....
Dressed bullheads, per lb.	**0 10**	**0 10**
Whitefish, per lb.	**0 12**	**0 12**
Lake trout, per lb.	0 11	0 11
Bluefish, per lb.	0 15	0 12
Herrings, per 100 count	2 00	....
Herring, lb.	....	0 07
Dore, per lb.	0 12	0 12
Mackerel, per lb.	0 10	....
Sea bass, per lb., black	0 14	0 15
Pike, per lb.	0 08	0 06 0 07
Perch, per lb.	0 10	0 06 0 07
Carp	0 09	....
Eels	0 10	0 10
Pickerel	0 10	0 11
Smelts, lb.	0 12	0 12

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.	.07½	.08-.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½	.08-.09
Haddies, fillets, per lb.	**.11**	**.12**
Haddies, Niobe, boneless, per lb.	.09	...
Herring, Ciscoe	1.80	.12
St. John boaters, 100 in box	1.00	1.20
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.20	...
Smoked boneless herrings, 10-lb. box	1.20	...
Kippered herrings, selected, 60 in box	1.30	1.25-1.60
Smoked salmon, per lb.	.25	.23
Ciscoe herrings, basket of 15 lbs.	1.75	1.80
Smoked halibut	....	.20

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	....	.12
Red, steel heads, per lb.	.12-.13	.12-.13
Red, sockeyes, per lb.	.10-.11	.11
Red, Cohoes or silvers, lb.	.10	.11
Pale, qualla, dressed, per lb.	.07-.07½	.07½-.08
Halibut, white western, large and medium, per lb.	.07¼-.08	.09
Halibut, eastern chicken and medium, per lb.	.09	.10
Mackerel, bloater, per lb.	.07-.08	.09
Haddock, medium and large, lb.	.05½-.06	.07-.08
Market codfish, per lb.	.05-.05½	.07-.08
Steak codfish, per lb.	.06½-.07	.09
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.16-.17	.15
Smelts	....	.10

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.10-.11	.10
White fish, small tullibees, per lb.	.06½-.07	.07
Lake trout, large and medium, lb.	.11	.12
Dore, dress or round, lb.	.10	.09-.10
Pike, dressed and headless, lb.	.06½-.07	.07
Pike, round, per lb.	.06-.06¼	.07-.08

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	....
Salmon, Labrador, bbls., 200 lbs.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	7 50	....
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	12 00	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	6 50
Mackerel, N.S., bbls., 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	5 75	6 25
Herrings, Labrador, half bbls.	3 10	3 25
Herrings, Nova Scotia, bbls.	6 00	6 25
Herrings, Nova Scotia, half bbls.	3 10	3 40
Lake trout, half bbls.	....	8 00
Quebec sardines, bbls.	5 00	....
Quebec sardines, half bbls.	2 75	....
Tonges and sounds, per lb.	0 07½	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imp'ted milkers, hf bbls	7 00	....
Holland herrings, imp'ted milkers, kegs.	0 85	0 75-1 00
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs.	0 75	0 70-0 95
Lochfyne herrings, box	1 35	....
Turbot, bbl.	14 00	....

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	....
Dried pollock, medium and large, 100 lb.	6 00	....
Dressed or skinless codfish, 100-lb. case.	7 50	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs, per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standards, solid meats, gal.	1 75	1 75
Standards, ordinary, gal.	1 50	1 65
Selects, per gal., solid meat	2 00	2 00
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 25	....
Best prawns, imp. gallon	2 00	....
Best shrimps, imp. gallon	2 25	....
Sealed, best standards, quart cans, each	0 50	....
Sealed, best select, quart cans, each	0 60	....

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	9 00	....
Malpeque, shell oysters, selected J.A.P., per bbl	6 00	10 00
Malpeque, shell oysters, C.C.I., bbl.	11 00	....
Clams, per bbl.	6 00	....
Mussels, per bbl.	5 00	....
Live lobsters, medium and large, lb.	0 28	....
Boiled lobsters, medium and large, lb.	0 32	....
Winkles, bush.	....	....
Little Necks, per 100	1 25	....

WINNIPEG.

FISH.—With the colder weather there has come a decided improvement in the demand for fish. All lines are reported to be moving well, especially the newly-arrived bloaters and kippers. Oysters, too, are in larger demand. Sole is now off the market. On the other hand, frozen halibut and frozen salmon have come on, the halibut being quoted at 9½c and the salmon at 11c.

Fish—		
Whitefish, per lb.	....	0 09
Pickerel	....	0 08
Trout	....	0 12½
Gold eyes	....	0 03½
Jackfish	....	0 04
Halibut	....	0 12
Frozen halibut	....	0 09½
Salmon	....	0 15
Frozen salmon	....	0 11
Fresh cod	....	0 10
Fresh smelts	....	0 11
Oysters, per gal.	....	2 75
Shell oysters, per cwt.	....	2 00
Shell oysters, per bbl.	....	17 00
Haddies	....	0 09
Haddies, fillets	....	0 12½
Bloaters, per box	....	1 50
Kippers, per box	....	1 75

FISH BOOKLET FREE.

Every grocer could do much to increase his sale of fish by securing a few copies of the Fish Cook Book recently issued by the Naval Service Department at Ottawa, for distribution among his customers. A supply of these can be obtained without charge from the leading fish dealers in Montreal, Toronto, Winnipeg and other centres, or by writing the Naval Service Department at Ottawa. The booklet shows the highly nutritive value of fish, their economy as a food and also gives a number of excellent recipes.

U.S. Poultry Embargo May Glut Canadian Market

Lot of Poor Quality Stuff in Country Which Will Likely Come Freely with Cold Weather—Some Price Changes in Provisions and Lard—Eggs Firm and Butter and Cheese Easy.

MONTREAL.

PROVISIONS.—Tone of the market is steady, but only a fair amount of business is passing. Boiled ham is easier, demand being lighter, and hogs cheap. Lard is stronger on acount of foot-and-mouth disease in Chicago, but effect of this is only slight, and will not last long. Prices for pure are stiff, but compound is cheap, and no changes have taken place in either. Dressed hogs are easier, being quoted $11.25 to $11.50.

Hams—	**Per lb.**	
Medium, per lb.	....	0 19
Large, per lb.	....	0 18
Backs—		
Plain, bone in	....	0 24
Light, per lb.	....	0 22
Boneless	....	0 26
Peameal	....	0 27
Bacon—		
Breakfast, per lb.	0 19	0 20
Roll	....	0 17
Shoulders, bone in	....	0 15
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	....	0 26
Hams, roast, per lb.	....	0 30
Shoulders, boiled	....	0 27
Shoulders, roasted	....	0 28
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—	**Per bbl.**	
Heavy short cut mess	....	29 00
Heavy short cut clear	....	29 00
Clear fat pork	....	28 00
Clear pork	....	27 00
Lard, Pure—	**Per lb.**	
Tierces, 350 lbs., net	....	0 12¾
Tubs, 50 lbs. net	....	0 13½
Boxes, 50 lbs. net	....	0 13
Pails, wood, 20 lbs gross	....	0 13¼
Pails, tin, 20 lbs. gross	....	0 12¾
Cases, 10-lb. tins, 60 in case	....	0 13½
Cases, 3 and 5-lb. tins, 60 in case	....	0 13¾
Bricks, 1 lb., each	....	0 14
Lard, Compound—		
Tierces, 375 lbs., net	....	0 09½
Tubs, 50 lbs., net	....	0 10
Boxes, 50 lbs., net	....	0 10
Pails, wood, 20 lbs., net	....	0 10¼
Pails, tin, 20 lbs., gross	....	0 10¼
Cases, 10-lb. tins, 60 in case	....	0 11
Cases, 3 and 5-lb. tins, 60 in case	....	0 11
Bricks, 1 lb., each	....	0 12
Hogs—		
Dressed, abattoir killed	11 25	11 50

BUTTER.—Butter was easier on local boards, but no change took place in Montreal, although feeling is decidedly easy. There are no changes in prices.

Butter—		
Finest creamery, new milk	0 29	0 30
Dairy butter	0 24	0 25

CHEESE.—A good demand was experienced early this week, but owing to fact that quality is slightly inferior at this season, the market was easier, prices declining slightly at local boards. The demand from England is quiet, and volume of business in export is small.

Cheese—		
New make	0 16	0 17
Old specials, per lb.	0 18	0 19
Stilton	0 18	0 19

EGGS.—New-laids remain at 41, and the market remains firm. A good demand is being experienced from England.

Eggs, case lots—		
New laids	....	0 41
Selects	....	0 31
No. 1s	....	0 28
Splits	....	0 20

HONEY.—The market remains about same, with the usual demand.

Honey—	White Clover per lb.	Buckwheat per lb.
Barrels	0 11½	0 08½
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12¾	0 10
Comb, 13-14 oz. section	0 17 –0 18	0 14–0 15

POULTRY.—Turkeys are coming in plentifully, but in very poor condition. Large fat turkeys are bringing full quotations, as well as fancy crate-fed chickens. Just now the market is glutted with poor quality turkeys, chickens and fowls. Spring chicken can be bought for 9c live, of good quality, and dressed chicken can be bought at the same price, though of very poor quality. Dressed turkeys, weighing 12 to 16 lbs., are worth 20c; smaller thin turkeys bring 12c to 18c. There is little demand for live turkeys.

Fresh Stock.—	Live.	Dressed.
Fowl	0 08–0 10	0 12–0 14
Spring chicken	0 09–0 11	0 12–0 13
Fancy, crate fed chicken, 5 lbs.	0 13 –0 15	0 18–0 20
Turkeys, 12-16 lbs.	....	–0 20
Turkeys, smaller	....	0 12–0 18
Ducks	0 09–0 11	0 13–0 14
Geese	0 09–0 11	0 11–0 13

TORONTO.

PROVISINS.—There is little change in conditions during week as regards business in this department, and demand continues only fair. Hog market has slightly firmed since last report, but this has not affected provisions, for while backs and bacon are somewhat higher and firm, there is a reduction of 1c on hams. Lard, too, is easy, and prices are shaved down further.

Hams—		
Light, per lb.	0 17	0 17½
Medium, per lb.	0 16½	0 17
Large, per lb.	0 15½	0 16
Backs—		
Backs, per lb.	0 21½	0 22
Boneless, per lb.	0 22	0 23
Pea meal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll, per lb.	0 14½	0 15
Shoulders, per lb.	0 13½	0 14
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14¼	0 15
Cooked Meats—		
Hams, boiled, per lb.	0 25	0 26
Hams, roast, per lb.	0 25½	0 26½
Shoulders, boiled, per lb.	0 20	0 21
Shoulders, roast, per lb.	0 20	0 21
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 00	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11½	0 12
Tubs, 60 lbs.	0 11¾	0 12¼
Pails	0 12	0 12½
Tins, 3 and 5 lbs., per lb.	0 12¾	0 13
Bricks, 1 lb., per lb.	0 13½	0 13¾
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09¼	0 09¾
Tubs, 50 lbs. per lb.	0 09½	0 10
Pails, 20 lbs., per lb.	0 09¾	0 10½
Hogs—		
F.O.B., live, per cwt.	....	7 15
Live, fed and watered, per cwt.	....	7 50
Dressed, per cwt.	11 00	12 00

BUTTER.—Market continues quiet, with little change in prices. Quality of fall make has been falling off of late owing to the lateness of the season. Demand from outside points is not very active, and this leaves conditions somewhat slack. Should the activities of German cruisers continue in Pacific, Vancouver may be making further inquiries in Eastern market. No change in prices.

Butter—		
Creamery prints, fresh made	0 29	0 31
Separator prints	0 27	0 28
Dairy prints, choice	0 26	0 27
Dairy, solids	0 22	0 24
Bakers	0 18	0 20

CHEESE.—Situation is quiet and without change. British Government continues a buyer, but other sources of supply had worked into a more advantageous condition. Stocks are not heavy, as compared with a year ago, and there will be more interest on better inquiry from abroad. Prices are without change.

Cheese—		
Old, large	0 17¼	0 17½
Old, twins	0 17½	0 18
New, large	0 16¾	0 16½
New, twins	0 16½	0 16¾

EGGS.—The demand for export business continues, with the result that the demand for strictly fresh has advanced another 2s, and there are also higher quotations for some of the other grades. Commenting further on the situation

than a week ago, when reference was made to fact that there were upwards of half a million cases surplus in States to maintain level here, it might be stated that a year ago States imported about half of this amount, and it is not likely that there will be any importations this year. This brings visible supply in two countries to a place where British demand has a direct influence.

Eggs, case lots—	Per dozen.	
Strictly new laid, in cartons	0 38	0 40
Selects	0 32	0 33
Straights	0 29	0 30
Trade eggs	0 25	0 26

POULTRY.—United States has just declared an embargo against Canadian poultry. This is likely to have a serious effect on the Canadian market, as there have been large supplies going over the border. With wet and wintry weather setting in now, result is likely to be that chickens coming home to roost from fields will be killed off quickly on account of high cost of feed, and there will be a glut on the market. Such a condition the dealers try to avoid, as there is a loss in shrinkage in addition to a decline in price. Prices given here are to trade and cover a big range owing to varying condition of birds. These quotations, however, must be taken as nominal, and dealers are likely to withdraw their price lists at any time.

Fresh Stock—	Live.	Dressed
Fowl	0 08—0 10	0 10—0 12
Spring chicken, lb.	0 10—0 11	0 12—0 16
Turkeys young	0 13—0 15	0 17—0 22
Turkeys, old Tom	0 13—0 15	0 14—0 18
Ducklings	0 08—0 12	0 12—0 16
Ducks	0 08—0 12	0 12—0 16
Geese	0 08—0 09	0 13—0 14

HONEY.—There has been a better demand for honey recently, and prices paid are generally at top price list printed hereunder.

Honey—		
Clover honey, bbls., per lb.	0 11	0 11½
60 lb. tins	0 12	0 12½
20 lb. tins	....	0 12
5-10 lb. tins	0 12½	0 13
2½ lb. tins	0 13	0 13½
Comb	2 40	2 50

WINNIPEG.

PROVISIONS.—Continued good receipts of hogs have resulted in a further decline of ½c in the price of lard. It is now expected that these prices will tend to hold steady. The hogs being received are light in weight, and as a result there is not so much upon them for rendering. In cured meats there have been no change during the week.

Cured Meats—		
Hams, per lb.	....	0 20
Shoulders, per lb.	....	0 15
Bacon, per lb.	....	0 25
Long clear, D.S., per lb.	....	0 14
Mess pork, bbl.	....	23 00
Lard—		
Tierces	....	0 11
Tubs, 60s	....	6 75
Pails, 20s	....	2 3½
Cases, 5s	....	7 12½
Cases, 3s	....	7 20

BUTTER.—This market has been steady; receipts are fair, and the demand satisfactory. There have been no price changes whatever during the week.

Butter—		
Creamery, Manitoba	....	0 30
Dairy	....	0 25
Cooking	0 19	0 21

CHEESE.—The latter part of last week saw a weak tendency to the market, which was hard to explain. Receipts were off, both in Quebec and Ontario. The demand is good, yet one car sold at ½c less per lb. than the week previous, and this in face of a large export demand. The weak tendency has somewhat passed away now, and prices remain as quoted in the last issue.

Cheese—		
New, large	....	0 16¾
New, twins	....	0 17¼

EGGS.—Though there is a good deal of exporting of eggs from Canada, none have as yet been taken from the West. Because of this, prices here remain steady, and by reason of the enormous supply of eggs in the States, it is thought the steady tone to the market will continue.

Eggs—		
Extra firsts	....	0 28
Checks	0 17	0 18
Extra, in cartons	....	0 30

CUT OUT THE LONG CREDITS.

There is some good advice given in the following circular sent out to their customers by a wholesale grocery firm in Nova Scotia:

"Old Dr. Taylor used to say to a patient when he handed out a prescription, "Here you are; if it does you no good, it will do you no harm." This remark of his we are applying also to this little circular.

"It looks to us as though there would again be a financial tightness this coming winter. We think any average business man should realize what this means; they had their experience last autumn, and in the early part of this year, so it will be well for them to make special efforts to collect amounts due them, and to impress upon 'slow pays' that unless they can pay for their food they will have to eat less. The curse of the retail trade in this country is too much credit; everyone should settle their bills at the end of the week for that week's groceries; certainly the laboring classes, or people that work on week's wages, should never have longer credit than one week, while others who are "well to do" should certainly pay at the end of every month. Why should they not pay? Why should they eat up your groceries and then not pay for them? It is a different matter for a steady man to buy some furniture on credit and then pay it off week by week, even if it takes him six months to pay it, as he always has the furniture to represent the value, but the man who buys groceries and eats them up has no value whatever to represent his debt. Therefore, we say that even with "good pays" no one should get credit for longer than thirty days at the outside. If the consumer does not pay the retailer, the retailer cannot pay the wholesaler, then the wholesaler cannot pay his liabilities—then what is going to happen? Don't forget the old proverb, which says, "It is better to cry over your goods than to cry after them." Cut this long credit out.

"There are several things that are responsible for this ruinous credit system. The first is, we think, the fault of the dealer giving too long credit. The second, there are too many motor cars flying around to-day. It is all right for a man to buy a sewing machine on the instalment plan, because it is a useful, labor-saving article to his wife. It is not a bad thing either, for a man who can spare a few dollars a month from his income, to buy a piano on the instalment plan, especially if he has some growing girls whom he wishes to learn music. Besides both these articles represent a tangible value, but a motor car is an unnecessary luxury unless one has the spot cash to pay for it. The third evil, which we think has cramped the dealer as well as the consumer, is the "get rich quick" stock market, and the swallowing of a gilded pill in the shape of buying stock in new companies that were so enormously over-capitalized that they were practically still-born, but the prospectuses of which were so entrancingly attractive as to almost tempt the devil himself. As a general rule, however, the promoters take mighty good care to secure their profit all right. We don't have to enlarge on this subject; we fancy the general public knows how some of these beautiful gold-plated propositions turned out. We, ourselves, have several certificates of preferred stock in new companies started during the last eighteen months that are really very pretty certificates; they are quite a work of art on the part of the engraver, but as to their market value, well, we think they would do very nicely for pasting up the cracks in window sashes or a hen-house or a ———? for the winter.

"Please don't look upon this circular as a joke; we don't intend it as such. We are very serious when we tell you that we are willing to do all in our power to assist our friends to any reasonable extent, but that renewals must be the exception and not the rule. Stop This Long Credit."

Life is like a bag in which, each moment, we place a unit of value or of rubbish, and our present and future happiness depends upon the contents of that bag.

FOR SALE

GROCERY STORE FOR SALE — GOOD, central location in the City of Windsor, Ont. Butcher business in connection. Two-family residence. Flat rented at $20.00 per month. Turnover, $20,000 yearly. Will sell cheap. Reasons, retiring from business. Write Box 67, Canadian Grocer, Toronto, Ont.

MORE BUSINESS THAN USUAL
in

TILLSON'S OATS

The new advertising campaign is now being launched

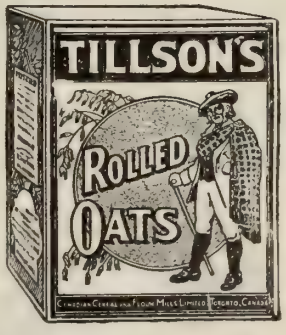
TILLSON'S

A Food—
not a Fad



The popular
Canadian
Breakfast
Cereal

Now is the time to push **Tillson's Rolled Oats**



We have inaugurated one of the most direct co-operative advertising campaigns that has ever been carried out in the grocery trade. The effects of our campaign will extend sooner or later from coast to coast of the Dominion—putting vim and vigor into the sales of the well-known Tillson's Rolled Oats.

Our plans embody a house-to-house canvass in all the largest cities and towns in Canada, introducing and actually selling Tillson's Oats to housewives, placing the order with the wholesaler to be delivered by each woman's grocer, who will receive the immediate profits and future benefit. Every housewife will learn the real merits of these famous oats right in her own home and will become a steady user after trying the first package.

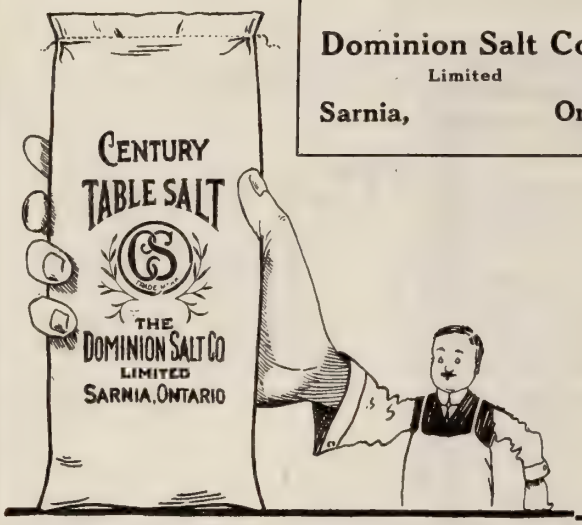
Now is the time to join hands for bigger sales and to create **More Business Than Usual in Canada's Famous Breakfast Cereal—Tillson's Oats.**

Canadian Cereal & Flour Mills, Ltd.
TORONTO, ONT.

There's money in the right salt

Hundreds of dealers have realized that the right salt, the salt that gives the best satisfaction, is CENTURY. Every crystal is pure. It is the best for table or dairy, and the most profitable for the dealer to handle. Those that know push CENTURY SALT. Put up in small, white cotton bags and 100-lb. sacks

Dominion Salt Co.,
Limited
Sarnia, Ont.





An Irresistable Trade-Winner

Nothing is quite so easy to sell or will as quickly build up steady profits as Chocolate Turkish Delight. When the folks see it on display in your store they simply cannot keep their eyes off it, or their mouth from watering its appeal is irresistable. And then, when once it is tasted, the unusually delicious flavor ensures continued sales. Will a couple of boxes be sufficient for your first order? Write NOW.

Oriental Produce Co., Montreal

7-20-4

The biggest cigar value and quickest trade-winner ever offered the grocer. Don't tolerate slow tobacco sales. Stock 7-20-4 Cigars and realize a big demand. Write us NOW.

Sherbrooke Cigar Co., Limited
Sherbrooke, Que.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 45 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs.	$ 2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 80
No. 10 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 30
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs..	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER

Sizes	Per doz.
Royal—Dime	$ 0 95
" ¼-lb..	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 80
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—when packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books.	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN.

	Per case.
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	$2 88
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	3 30
King's Food, 2 doz. to case, weight 95 lbs.	5 20
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 30
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 30

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars.

	Per doz.
Strawberry, 1914 pack	$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

	Per lb.
Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz in box, per doz.	0 90
Sweet Chocolate—	
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35



The Westerners are getting the money

Sell them your goods

Good crops and War prices on wheat is bringing prosperity to Western farmers. They are buying freely and paying cash. Why not start to-day and get your lines in this large and profitable market?

Our large corps of salesmen are daily calling on the trade and are ready to introduce your lines. These men are well acquainted with the trade and in a position to give you a business-getting service at remarkably low cost.

Seven large track warehouses in strategic centers offer ample storage and shipping facilities.

For further particulars and terms write

Nicholson & Bain, Wholesale Commission Merchants and Grocers **Winnipeg, Man.**

Branches: Regina, Saskatoon, Edmonton, Calgary, Lethbridge, Vancouver

A tip on the side, Mr. Grocer

Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.









PRICES:

St. George Brand Coffee, 2 doz. in case	$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Machine Skimmed, 4 doz. in case	3.80

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

ST. GEORGE, ONTARIO

WHITE SWAN

Coffee Buying

The term "coffee" can be applied to any grade of beans irrespective of the cup quality.

Your customer judges the coffee you sell her by the cup quality. To please her and retain her patronage the coffee you offer must come up to her standard. Only by long and expert experience in the roasting and blending of coffee can the blend that satisfies be produced.

White Swan Mocha and Java Coffee is the result of over 50 years' experience in roasting and blending. It is delicious to the taste, and has an exquisite aroma. It wins and holds the patronage of the most exacting customer.

White Swan Mocha and Java Coffee is put up in 1-lb. tins, 2 or 4 dozen to the case. Every package is sealed and guaranteed with the Government form of Warranty, which absolutely protects you.

Tear out and mail this page, marking on the margin the quantity you want. Your order will receive prompt and careful attention. Or, if you want our salesman to call, just say so.

WHITE SWAN SPICES AND CEREALS, LIMITED
TORONTO, ONTARIO

Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 00
Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 24 bars per box	0 85

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 30
Navy chocolate, ½'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ½'s	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case.
Eagle Brand, each 4 doz.	$ 6 25
Reindeer Brand, each 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each 4 doz.	5 60
Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St Charles Brand, tall, each, 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. tins, 2 doz. to case, weight 35 lbs.	39
1 lb. tins, 4 doz. to case, weight 80 lbs.	38

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb. tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, per lb.	27

Shipping weight, 50 lbs. per case.

MINTO BROS.

MELAGAMA COFFEE.

	Whol.	Retl.
1s, ½s, Grd.	25	30
1s, ½s, B. & G.	32	40
1s only, B. & G.	35	45
1s, ½s, B. & G.	38	50

Packed in 30 and 50-lb. cases.
Terms net 30 days prepaid.

(MINTO COFFEE (Bulk)

M Bean or Gr.	38
I Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	28
Spec. Grd. Compound	25

Packed in 25 & 50-lb. tins.

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	$ 1 15
2 oz. bottles, per doz., weight 4 lbs.	2 20
2½ oz. bottles, per doz., weight 6 lbs.	2 50
4 oz. bottles, per doz., weight 7 lbs.	4 00
8 oz. bottles, per doz., weight 14 lbs.	7 50
16 oz. bottles, per doz., weight 23 lbs.	14 40
32 oz. bottles, per doz., weight 40 lbs.	28 80
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

Special Delivered Price for Canada

	Per doz.
½-oz. (4 doz. case), weight 9 lbs., retail each 15c	$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each $1.50	13 00
Pint (1 doz. case), weight 29 lbs., retail each $3	25 00
Quart (1 doz. case), weight 53 lbs., retail each $5.50	47 75
Gallons, each, retail each $20	17 15

The Standard on Two Continents

Folks across the water as well as in Canada usually judge pickle value, and taste, and goodness, by Rowat Quality. So well known is the standard set by Rowat's that Rowat sales mean steady sales, Rowat profits increasing profits. Write your nearest wholesaler to-day for first order.



ROWAT & CO.

Glasgow - Scotland

CANADIAN DISTRIBUTORS

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba, and the North-west; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

Headquarters for Fish

Listen, Mr. Grocer—

Have you got a Fish Department? If you have not, you are overlooking the handling of a line that pays you a margin of 30 to 50 per cent. profit. Here are a few of our specialties that sell themselves if properly displayed:

Finnan Haddies **Haddie Fillets**
Bloaters **Kippers**
Fresh Smoked Gold Eyes
Salt Cod **Salt Herring**
Salt Mackerel
Fresh Bulk Oysters

Will you write us for prices to-day?

The Winnipeg Fish Co., Ltd.

Winnipeg, Man.

Every Day *is* Dusting Day



More and more women are learning to dust the cleaner, easier, more sensible way, using

IOCO LIQUID GLOSS

THE IMPERIAL OIL COMPANY LTD
HEAT LIGHT POWER LUBRICATION
LIMITED

MADE IN CANADA

Dry dusting merely scatters the dust. A dust-cloth moistened with Ioco Liquid Gloss gathers up all the dirt, and leaves a clean, disinfected, and polished surface.

Ioco Liquid Gloss is needed almost daily in every household. We are pushing its popularity throughout the Dominion with extensive advertising in all leading magazines.

Put up in convenient sizes—half-pint, pint, quart, half-gallon and five gallon lithographed tins; also in barrels and half barrels. For terms and prices, write

THE IMPERIAL OIL COMPANY, LIMITED

Toronto	Montreal	Winnipeg	Vancouver
Ottawa	Quebec	Calgary	Edmonton
Halifax	St. John	Regina	Saskatoon

Fresh Pork Sausage

This is the Season for Sausages, and they are the very finest goods on the market. Prices are no higher than last year.

Let us book you up for regular shipments every day by express or as required.

Made under Government inspection.

F. W. Fearman Company LIMITED

HAMILTON

The Sherer Grocery Counter
MADE IN CANADA

This splendid grocery counter is in use in hundreds of progressive Canadian stores.

BIGGS BROS. LIKE THEIRS.

Sherer-Gillett Co., Chicago, Ill.

Regina, Sask., Canada, December 1st, 1913.

Dear Sirs:—

We are very well satisfied with your counter; in fact we don't know how we could get along without it now. It is clean, dust-proof, and is well built as good furniture, and we do not hesitate to say that it has paid for itself.

Next year we intend to enlarge our store and we will be in the market for another counter, and it will be a Sherer.

Yours very truly,

BIGGS BROS.,
per Chas. A. Biggs.

Give us—please—the opportunity to tell you some of the many ways in which our counter will increase your net profits. A request for catalog C10 will bring you free information.



PATENT PENDING

SHERER-GILLETT COMPANY

Head Office: Chicago, Ill.

Canadian Office and Factory: Guelph, Ont.

FISH

For Breakfast
For Luncheon
For Dinner

Fish is now prepared in so many tempting ways that the public are buying and using it more freely than ever before.

No line will show you more profit if a little care is exercised in handling.

We are splendidly equipped to handle this business. Our supplies are obtained in the primary markets. We own and operate our own tugs on the Great Lakes, ensuring constant supply.

Haddies, Ciscoes, Bloaters, Kippers, Halibut, Qualla Salmon, Cohoe Salmon, Trout, Whitefish, Labrador Herrings, Package Codfish, etc. Send for Weekly Price List.

WHITE & CO., LIMITED

Wholesale Fruit and Fish

TORONTO and HAMILTON

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F. O. B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63
	Per jar.
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

WHITE SWAN LYE

Single Cases, 4 doz.	$3 40
3 case lots, 4 doz.	3 30
5 case lots, 4 doz.	3 20

Shipping weight 50 lbs. per case.

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. $0.90

List Price.

JELL-O.

Assorted case, contains 2 doz 1 80

Straight.

Lemon, contains 2 doz.	1 80
Orange, contains 2 doz.	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz.	1 50
Cherry, contains 2 doz.	1 80
Peach, contains 2 doz.	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz 2 50

Straight.

Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap. Packed 100 bars to case.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 90
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

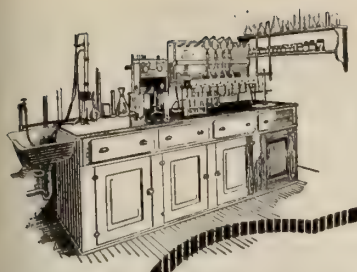
Boxes.	Cents.
Laundry Starches—	
40 lbs., Canada Laundry	.06¼
40 lbs., Boxes Canada white gloss, 1 lb. pkg.	.06¾
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs., No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs No. 1 white	.06¾
200 lbs., bbls., No. 1 white	.06¾
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water) per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch	.06½
(120-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06¾
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07¼
Barrels, 200 lbs.	.06¾
Kegs, 100 lbs.	.06¾
Lily White Gloss—	
1-lb. fancy cartons cases 30 lbs.	.07¾
8 in case	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08¼
Kegs extra large crystals, 100 lbs.	.07¼
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06½
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07¾
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07¾

(20-lb. boxes ¼c higher than 40's.



PURITY FLOUR
More Bread and Better Bread

CHEMICAL LABORATORY

PURITY FLOUR TALK No. 2. To the Proprietor and his Assistants.

OUR GUARANTEE

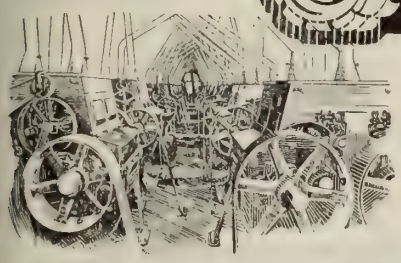
PURITY FLOUR is unbleached. It has that rich, creamy tint of the flour in its NATURAL state.

The PURITY FLOUR bag contains the following guarantee in the upper left-hand corner: "This flour is milled from selected Western hard wheat under the most modern sanitary conditions, and is UNBLEACHED."

We go further than the quality guarantee printed on the bag. We guarantee PURITY FLOUR to be BETTER than "the other kind" of flour. There are no strings to this guarantee. It is absolute and unqualified. Tell your customers that we stand back of our product by standing back of YOU. Suggest PURITY, the guaranteed flour.

Main Offices: WINNIPEG, TORONTO, VICTORIA

GRINDING ROLLS



12

WESTERN CANADA FLOUR MILLS CO., LIMITED
MILLERS TO THE PEOPLE



THEY

Sell Well

Show a Nice Profit

Give Satisfaction.

WHY?

Because they are

CANADA'S BEST

Agents: Rose & Laflamme, Limited Montreal and Toronto

ASK YOUR WHOLESALER FOR THEM

Quality and Quantity

WILL ALWAYS WIN

That is why our new piece

NIGHT STICKS

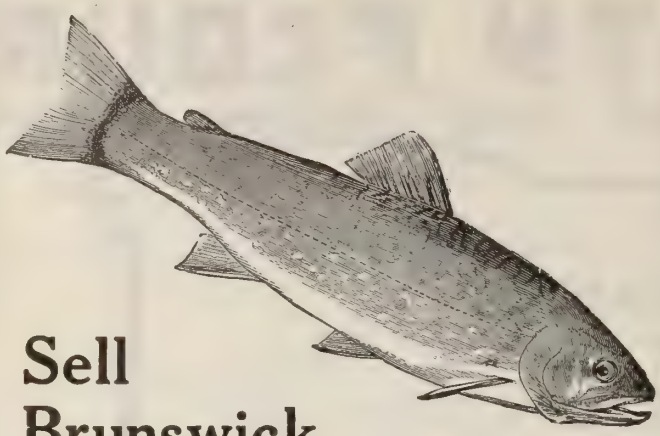
is selling so well.

A big cent's worth of delicious quality Flexible Licorice.

Order from your Wholesaler.

Everything in Licorice for Grocer, Druggist and Confectioner.

National Licorice Company
MONTREAL



Sell Brunswick Brand Sea Foods for Profit and Reputation

They will win for you a larger and more profitable fish trade. The high quality and moderate price of **"Brunswick Brand" Sea Foods** has produced a large trade, which combined with conscientious business methods is constantly increasing. They are proven winners and will add to your prestige as a dealer of quality goods.

Located close to the fishing grounds we get the pick of the fishermen's catches—Our plant is modern and strictly sanitary, one of the largest on the Atlantic Coast.

Here are a few of our satisfaction-giving leaders:

¼ Oil Sardines.
¾ Mustard Sardines.
Finnan Haddies (oval and round tins)
Kippered Herring
Herring in Tomato [Sauce
Clams
Scallops

Connors Bros., Limited

Black's Harbor, N.B.





OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, 50; Chinese Washing Powder, 8 oz., 120 pack., per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, $7.20.

COW BRAND BAKING SODA.

In boxes only.

Packed as follows:	
5c packages (96)	$3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 } Packages, Mixed.	3 30
½ lb. 60 }	

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85
Barrels, 700 lbs.	3¾
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4¼
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	3 00
5-lb. tins, 1 doz. in case	3 35
10-lb. tins, ½-doz. in case	3 25
20-lb. tins, ¼-doz. in case	3 20

(5, 10 and 20-lb. tins have wire handles.)

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	$5 46
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case.	3 55
British Columbia, per case.	2 40

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz. cases, doz.	1 75

H. P.

	Per doz.
H. P. Sauce—	
Cases of 3 dozen	1 90
H. P. Pickles—	
Cases of 2 doz. pints	3 25
Cases of 3 doz. ¼-pints	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 15

TEAS.

THE SALADA TEA CO.
East of Winnipeg.

	Wholesale.	R't'l.
Brown Label, 1s and ½s	.29	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.35	.45
Red Label, 1s and ½s	.41	.55
Gold Label, ½s	.49	.65
Red-Gold Label, ½s	.55	.80

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's	$2 15
4's	0 85
5's	0 42
7's	0 60
30's, wood	0 08
12-oz. glass jar	1 15
Tumbler, glass	0 95

MARMALADE.

2's, per doz.	$2 80
4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
30's, wood, lb.	0 08¾
12-oz. glass jar, doz.	1 20
Tumbler, glass, doz.	1 00

Prices subject to change without notice.

MINTO BROS., Limited.
Toronto.

We pack in 60 and 100-lb. cases. All delivered prices.

MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or ½s.	0 29	0 35
Green Label, 1s, ½s, ¼s	0 32	0 40
Blue Label, 1s, ½s, ¼s	0 37	0 50
Yellow Label, 1s, ½s, ¼s	0 42	0 60
Purple Label, ¼s only	0 55	0 80
Gold Label, ¼s only.	0 70	1 00

MINTO TEA.

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs.,	1 15

IMPERIAL TOBACCO CO. OF CANADA, LIMITED. EMPIRE BRANCH.

Black Watch, 7s, ½ butts, 9 lbs., boxes 6 lbs.	$0 53
Bobs, 6s and 12s, 12 and 6 lbs.	0 46
Currency, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 46
Stag Bars, 6s, ½ butts, 12 lbs., boxes 6 lbs.	0 45
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 67
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 67
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 67
Shamrock, plug, 7½s, ½ butts, 12 lbs., boxes 6 lbs.	0 57
Empire, 7s and 14s, caddies 15 lbs., ¼ caddies 6 lbs.	0 52
Great West, pouches, 9s	0 67
Forest and Stream, tins, 11s, 2 lb. cartons	0 89

UNCHANGED!

From Coast to Coast the priceon

WETHEY'S

CONDENSED MINCE MEAT

is absolutely unchanged.

THERE HAS BEEN NO ADVANCE.

We have protected the trade and ourselves for some time to come.

J. H. Wethey, Limited

ST. CATHARINES, ONTARIO

New Table Raisins

Extra Fancy Dehesa Clusters

Put up in flat 5½ lb. boxes.

NEW SHELLED ALMONDS

Finest quality and lower in price.

ORANGES GRAPE-FRUIT

SPANISH ONIONS

CRANBERRIES SWEET POTATOES

OYSTERS HADDIE CISCOES

THE HOUSE OF QUALITY

Hugh Walker & Son

Established 1861

Guelph and North Bay

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S.**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

"Made in Canada"

Brooms of Quality

to introduce our

CANADA LINE

Please note the following:

Special Prices

Sample Order Solicited

Fine Polished Colored Handles

No. 1	CANADA,	5	stg. - -	$4.50
" 2	"	4	" - -	4.00
" 3	"	4	" - -	3.75

6-doz. Lots and up delivered (Ontario)

Walter Woods & Co.

HAMILTON

Buyers' Guide

IMPORTED
SUPERFINE POTATO FLOUR
Write for samples and quotations.

Finegan & Ellis, 506 Board of Trade Bldg., Toronto

Write us for New Price List of
WINDSOR SALT
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

SUCHARD'S COCOA
The Highest Quality
Most Reasonably Priced
"Quality" Cocoa
On Sale Anywhere.
FRANK L. BENEDICT & CO.
Agents Montreal

"TRENT LOCK"
EGG FILLERS
FOR 30 DOZEN CASES
FOR ONE DOZEN CARTONS
THE TRENT MFG. CO., LTD.
TRENTON, ONTARIO, CANADA

Cabbage Danish Ballhead Best Winter Keeper
For sale by
Lakebourne Farms Limited
Brighton, Ont.

STORAGE IN OTTAWA
BOND AND FREE
Direct Railway connection. Car distributing. Write for rates.
Dominion Warehousing Co., Ltd.
Phone R54. 46 to 56 Nicholas St., Ottawa.

WRITE TO
10 Garfield Chambers, Belfast, Ireland, for Sample Copy of the
Irish Grocer, Drug, Provision and General Trades' Journal
If you are interested in Irish trade.

Mathieu's Nervine Powders



are a simple but effective remedy in all forms of headaches — a remedy which every merchant can recommend as a quick and sure cure.

Try *Mathieu's Nervine Powders* yourself at our expense as per coupon attached, if you don't know them and are a sufferer from headaches.

As a remedy for colds and bronchial troubles Mathieu's Syrup of Tar and Cod Liver Oil has become famous and this sister preparation —Nervine Powders—is rapidly winning its way.

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—
Name .....
With (Name of firm) .....
Street .....
City or town .....Prov.....

Raw Materials and Equipment
Some of the largest bakers in America are placing the buying of their materials and equipment in our hands. They know that they get better value through us.
The Biscuit & Cracker Mfrs. Co.
105 Hudson St. New York City

Dr. JACKSON'S
ROMAN MEAL
Made in Toronto
ROMAN MEAL CO.
MONARCH ROAD

HOLLAND RUSK
The common verdict of your customers after they have tried it: "There's only one thing just as good—More."
Order a case from your jobber to-day.
HOLLAND RUSK COMPANY
HOLLAND, MICH.



KINDLY MENTION THIS PAPER WHEN WRITING ADVERTISERS

This is the Market Place of Progressive Grocers Throughout Canada

Use this page for making your wants known. You will find it most productive of replies, not replies written merely out of curiosity, but from parties genuinely interested in your proposition. Use it when you require a competent manager, salesman or a clerk for your store, when you want to dispose of second-hand fixtures, etc., or to sell or buy a business. Try it out. Send along your advertisement right now, someone will look down these columns next week for just such a proposition as you have to offer.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

MISCELLANEOUS

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

HAVING A LARGE WAREHOUSE WITH room for storage and an organization with travellers covering all of Canada, are open for one or two agencies that will go with our line, grocery sundries. Apply Box 64, care of Canadian Grocer.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134. Stair Building. Toronto.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE INSURE IN THE Hartford. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street. Toronto.

DO YOU WANT TO SELL OR BUY A business? If so, write Moore Bros., Business Brokers, 802 Lumsden Bldg., Toronto, Ont. (2711)

WANTED

WANTED—ENERGETIC MAN TO SECURE subscriptions and renewals to Maclean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Ontario.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

WANTED—A POSITION IN GROCERY AS clerk or manager. Am now manager of Grocery Dept. of Best Grocery Store in the Boundary. Address, C. J. Allen, Greenwood, B.C., Can.

WANTED — INFORMATION REGARDING good grocery or meat market for sale. Send description and price. C. C. Shepard, Minneapolis, Minn.

FOR SALE

STORE FOR SALE—DOING A STRICTLY cash business of about $1,000 per month. Clean stock of about $1,500. Post office in connection. Apply Postmaster, Fort Pitt, Sask.

GROCERY STORE TO RENT — OWNER very ill. William Johnston, 184 Christina St., Sarnia, Ont.

THREE LIVE GROCERY STORES FOR sale—in one of the best Western Canadian cities. Each store selling over $60,000 a year, all cash; old established business; will sell together or separately. This is a real snap for a progressive grocer. Owner retiring from retail trade. Reply to Box 65, Canadian Grocer

PEANUT BUTTER IS CONCENTRATED nourishment. One pound equals three pounds of beefsteak or forty eggs in food value. This great economizer can be retailed at 30c per pound in Canada and supplied by your jobber. Write Bayle Food Products Co., original manufacturers, St. Louis, Mo., U.S.A., in the heart of the peanut country.

GROCERS' COUNTERS AND SHOW CASES at 25% to 50% below regular price to clear stock. Special sale of samples and Exhibition cases from Oct. 1 to 15. All new goods at reduced prices. Call at special sales rooms, 120 Bay St., Toronto, or write for particulars to Jones Bros. Co., Limited, 29-31 Adelaide St. W., Toronto.

GENERAL STORE AND MEAT MARKET—phone central, in connection. On Calgary and McLeod branch C.P.R. Stock $5,500.00, turnover $1,500.00 per month. Living rooms above store. Reply to Box 57, Canadian Grocer Toronto.

FOR SALE—AN ADVERTISEMENT UNDER this heading would be seen by practically every progressive grocer in the Dominion. This means that it will be read by the very man who is in need of such a coffee mill, cash register, cheese cutter, showcase, etc., that may be standing idle in your store, and which could be turned into money by an outlay of just two cents a word. See our rates above and send your ad. along to-day.

FOR SALE — LIGHT AMBER HONEY IN 60 lb. cans. Apply L. Livesay, Onondaga, Ont.

GROCERY STORE FOR SALE — EXCELlent proposition. Stock and fixtures about $3,500. Turnover $13,000 to $14,000 yearly. Will sell property with business or rent. Illness reason of selling. Good buy for quick sale. Box 59, Canadian Grocer, Toronto.

AGENCIES WANTED

WANTED—AGENCIES FOR CONFECTIONery, biscuits, jams, canned goods and other grocery lines, on commission. R. C. Webber, 79 Merrick St., Hamilton.

AGENCIES WANTED FOR OTTAWA CITY —any line. Commission. Box 63, Canadian Grocer, Toronto, Ont.

WANTED—ONE OR TWO GOOD LINES ON a commission basis for Province of Nova Scotia by traveller having first-class connection with druggists, grocers and general store trade. Box 66, Canadian Grocer, Toronto.

What Do You Earn?

Don't think us impertinent. We want you to put the question to yourself, and to supplement it with the further question, "Could you earn any more?"

Certainly you could, if your wasted evenings could be used to advantage.

Why not let The MacLean Publishing Company help you out? They will appoint you circulation solicitor in your district for MacLean's Magazine.

When you have tried it you may find it pays you well enough to give your whole time to it. That has been the experience of many before you.

The MacLean Pub. Co.

143-153 University Ave.

TORONTO

Place Your Christmas Window in the Contest

This year *Canadian Grocer* will have as usual a Christmas window competition open to grocers and their clerks. When you have your best window in shape, have it photographed and entered in the race. It may be in the money.

Selling Power, Attractiveness and Originality

will be the basis of judgment. Windows must be trimmed with Christmas goods.

Photographs must be mailed before December 31. See that photographer gets good picture and give description of the window.

The Prizes

Towns and Cities over 10,000 Population		Centres under 10,000 Population	
1st Prize	$5.00	1st Prize	$5.00
2nd "	3.00	2nd "	3.00
3rd "	2.00	3rd "	2.00

The Christmas Ad. Writing Contest

For the best Christmas newspaper advertisement submitted by end of year *Canadian Grocer* will give a prize of $3; to the second best, $2. Clip it from the newspaper and briefly outline your ideas concerning advertising and its selling advantages.

Address:

THE EDITOR, CANADIAN GROCER

143-153 University Avenue

TORONTO

Fresh meat sausages are very wholesome and economical.

Now is the time to order a regular supply of the high quality

Schnieder's
Country Pork, Weiner and Bologna Sausages

There's quality and deliciousness in every ounce. Nothing like them for boosting provision sales and profits.

"Twelve Varieties"

J. M. SCHNEIDER & SONS
LIMITED
Berlin, Ontario

Apples

We will pack
10,000
barrels
of the celebrated Georgian Bay Apples this Fall. Place your orders early.

LEMON BROS.
Owen Sound, Ontario

NEW

St. Nicholas
Puck
Queen City
Kicking
Messina Lemons

ARE ON THE WAY

J. J. McCABE
Agent
Toronto

Would you like a
UNIVERSITY EDUCATION?

Scattered up and down this great country of ours there are a number of young men who have the ambition to **make good** in every sense of the word, to whom a University training would act as a spur to greater success. If you are one of these ambitious, go-a head young men, we offer you the opportunity to realize your ambition.

Our proposition has already helped many, let it help you. The work is pleasant and healthful, besides the training we give you in salesmanship will always be of great service to you in whatever work you finally engage in.

In every city and town in the Dominion there are many business men and private residents who would appreciate your interest in bringing

MACLEAN'S MAGAZINE

to their notice. It is **the** Magazine of Canada and is winning its way into the confidence of every Canadian reader of high-class matter.

A liberal commission is allowed on all subscriptions, and the spending of a few hours a week will easily enable you to realize your ambition and enter the University next fall.

If you are interested, write us at once and we will forward full particulars.

MACLEAN PUBLISHING CO.
143 University Avenue Toronto, Ont.



No Advance in Price—No Alteration in Quality.

Retail Selling Prices:

GREEN LABEL	*30c.*	*Per lb.*
BLUE	"	*35c.*	"
RED	"	*40c.*	"
GOLD	"	*50c.*	"

Dickeson's Tea is the BEST Tea.

YES! Still selling at exactly the same price as before the war broke out—and no reduction in the standard of quality, either! Here is a tea which is meeting with an enthusiastic reception everywhere—*first* because of its unrivalled strength and purity, *second* because of its rare flavor and quality, and *third* because it has not advanced in price since the war broke out. Hundreds of housewives all over Canada are showing their appreciation of Dickeson's patriotic attitude by buying this fine Old Country Favorite. The demand is growing—*growing—growing!* The tea that's *easy* to sell these days is—

DICKESON'S TEA

"The Beverage of the Old Country."

Write to any of the following Dickeson's Agents:—

TORONTO
Frederick E. Robson Co.

HAMILTON
C. G. Walker & Co.

OTTAWA
H. N. Bate & Sons, Ltd.

WINDSOR
G. Clair Bliss, Detroit, Mich.

ST. JOHN, N.B.
E. T. Sturdee.

QUEBEC
A. Francois Turcotte.

WINNIPEG
W. Lloyd Lock & Co.

AMHERST, N.S.
Morrison's, Ltd.

RICHARD DICKESON & CO., Limited, London, Eng. (Established 1649)

PERSISTENCY IN ADVERTISING

One stroke of a bell in a thick fog does not give any lasting impression of its location, but when followed by repeated strokes at regular intervals the densest fog or the darkest night can not long conceal its whereabouts. Likewise a single insertion of an advertisement—as compared with regular and systematic advertising—is in its effect not unlike a sound which, heard but faintly once, is lost in space and soon forgot.—*Printing Art.*

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Push Canned Goods

People will economize and will buy *Canada-Made* foodstuffs instead of imported, so during these stringent times, push the sales of *Canadian Canned Goods,* especially

"Victoria" Brand

It stands for

Quality and Purity

Not only the name is different, but the Natural Taste and Wholesomeness of the contents put "VICTORIA" Brand in a class by itself.

The following are put up under the "VICTORIA" Brand:

Tomatoes	**Strawberries**
Sugar Corn	**Raspberries**
Standard Peas	**Peaches**
Wax Beans	**Pears**
Refugee Beans	**Cherries**

Send us a small trial order. We absolutely guarantee both QUALITY and PRICES.

WRITE, PHONE or WIRE
at our expense.

Laporte, Martin, Limitée

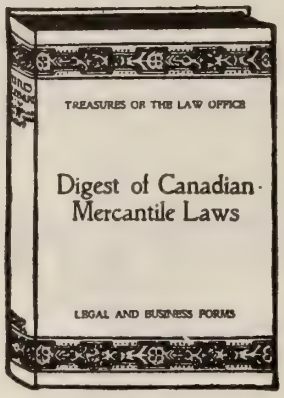
568 St. Paul St., Montreal

Tel. Main 3766

A BOOK THAT SAVES MONEY

"Digest of the Mercantile Laws of Canada"

A READY REFERENCE FOR BUSINESS MEN AND THEIR ASSISTANTS. A GUIDE TO THEIR DAILY BUSINESS



IN RENTING A STORE, PROCURING A LOAN OR COLLECTING A DEBT, THIS BOOK WILL SAVE YOU MANY DOLLARS

No work ever published in Canada equals it for business men. A veritable consulting library on this one line so universally needed. Based on Dominion and Provincial Statutes and Court Decisions. Indorsed by barristers, sheriffs, magistrates and conveyancers.

Below appears a few of the questions it answers. These are picked out at random from the book.

If you endorse a cheque which bank cashes, are you liable to the bank for the amount, if the cheque were forged or raised?—173.

(The figures after each question refer to the section in the "Digest" which gives the answer.)

Can Interest written "one per cent. per month" in a note be collected by "legal process?"—See sections 345, 185.

In going security on a note, what is the difference between writing your name on the face of the paper or on the back?—171.

Why is it that a verbal agreement to buy real estate with, say $100 paid down "to bind the bargain," does not bind either seller or buyer?—451.

If a proposition is made to you by letter and you accept it by letter, do you know the exact time when the contract is closed?—39.

How many years does it take a promissory note, a book account, a judgment or a legacy to outlaw in your province?—356, 359, 360, 367.

How long may the drawee legally hold a draft for acceptance?—209.

If a man, in the presence of a witness, makes a verbal agreement to buy a wagon, say for $53, but does not take possession of it, will the sale be binding?—500.

What effect has it on a will if only one person signs it as a witness?—815.

If the wife or husband of a legatee signs the will as a witness, what is the effect?—816.

"A," in paying off a Mortgage, gave mortgagee a marked cheque on which was written: "This cheque is given and received as a full settlement and discharge of Mortgage No.———." Is that a legal discharge?—410.

If a person goes with his hired man to a merchant and says: "Give this man the goods he may need up to," say "$15, and if he does not pay you," say, "within thirty days, I will," will the promise bind him?—110.

If stolen goods are sold to an innocent purchaser for value, can they be taken from him?—513.

How may a person legally add "& Co." to his name, or use any special name other than his own as a firm name, without having a partner?—694.

"B" claims that the Canadian Bills of Ex. Act allows him two days, in addition to the day of presentment, to accept a sight draft, and then three days of grace in which to pay it—six days in all. Is he right?—209, 217.

If you rent a property for a year, the rent payable monthly, and remain on after the year expires, are you a yearly or a monthly tenant?—580, 608.

Can you garnishee a debtor's money deposited in a bank if you know it is there?—885, 295.

Forwarded direct post free on receipt of price.

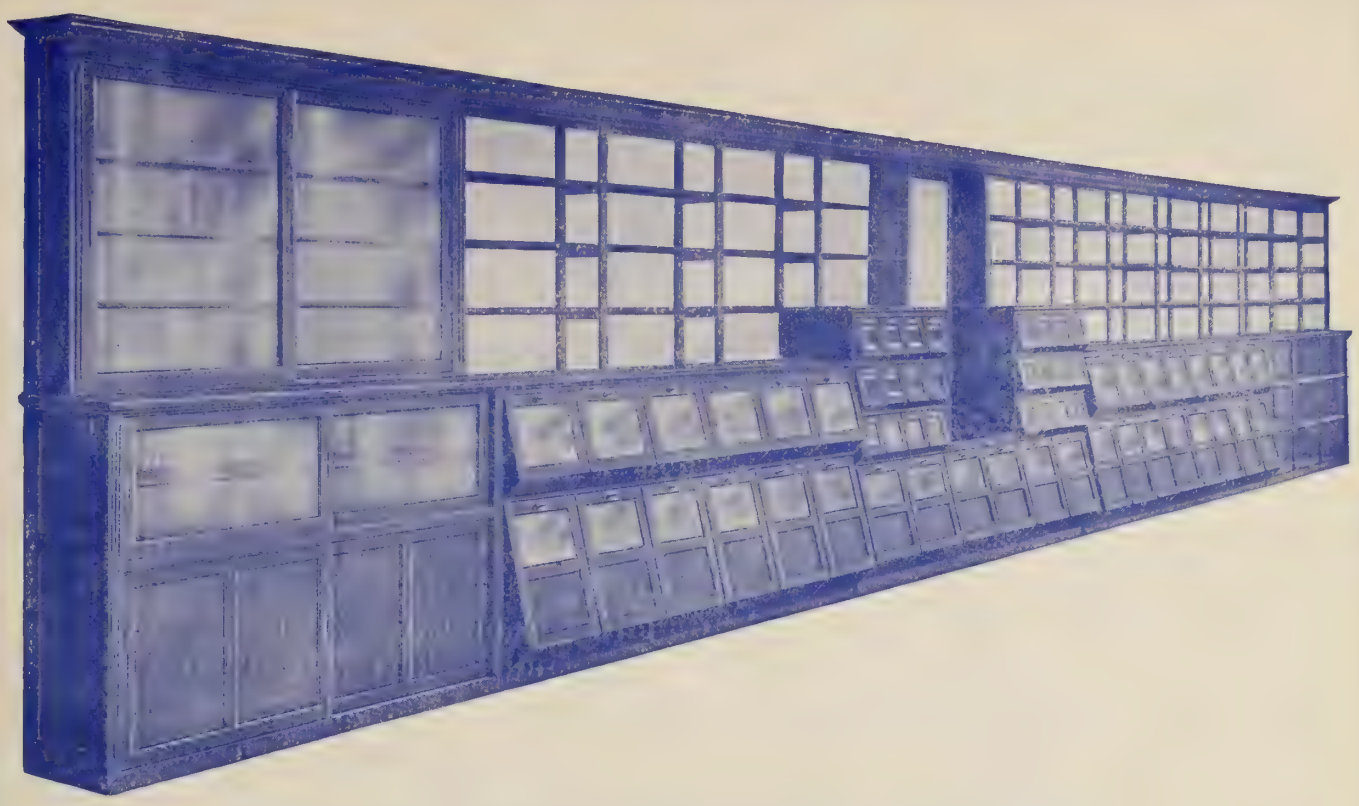
Keep the book ten days, and if it is not worth the price, return it and get your money back. If remitting by cheque make same payable at par, Toronto. **Eastern Edition, Price, $2.00.**

THE MACLEAN PUBLISHING CO. LTD.

Montreal Toronto Winnipeg

BOOK DEPARTMENT

143-153 University Ave., TORONTO



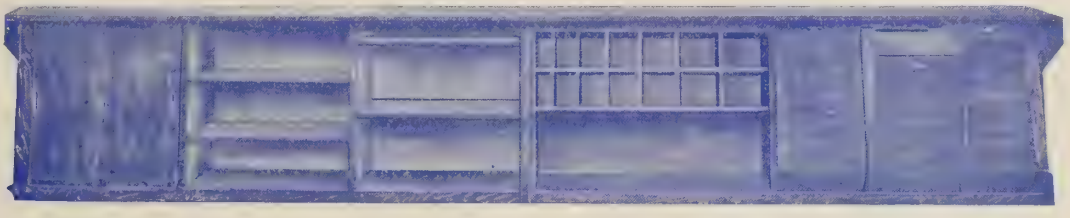
Grocery Wall Case Combination X-3

Section No. 41, 6 ft. Section No. 100, 9 ft. X-3 spice, 9 ft. 7 in. No. 100, 9 ft. long. Open No. 40 to order.

Lower case 48 in. high, 18 in. wide top; Shelving 48 in. high, 10 in. wide; Bevel mirror in spice section 32 x 56.

No. 41 for Confectionery or Tobaccos made to order. Sections No. 100 and X-3 stock in white to assemble and finish promptly. Shelving and No. 40 Open Case made to any required length on short notice. Stock sections oak only, mahogany finish, made to order.

"Walker Bins" are air-tight and sanitary, unlike awkward, out-of-date drawers for foodstuffs. They eliminate waste and shrinkage and do away with an assortment of boxes, barrels and baskets on your floor. They will save you 25% of floor space occupied, and pay for themselves in a very short time.



Rear of Standard Grocery Counter

This shows rear equipment to be had in standard counter. Inclosed sliding doors for tobacco, bread or sundry articles, 2 shelves, shelf and paper space, bag holder for ½-lb. to 20-lb. sacks and full-sized sack or barrel bins, or 2 rows medium-sized bins.

Send us floor plan and measurements of your store, and let us show you how we can save you money, and increase your business.

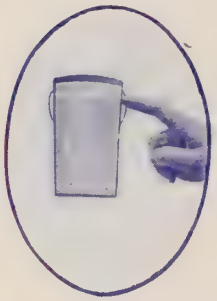
The Walker Bin & Store Fixture Co., Ltd.

BERLIN, ONTARIO

LOOK-A-HERE



Ordinary pails are not made exact measure.



Whenever you exceed the proper amount you forfeit just so much of your profit.



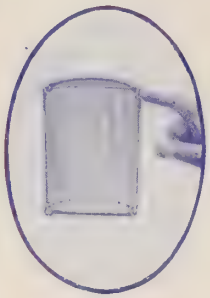
A partially filled pail invites mistrust.



The slightest jar jolts the ordinary pail and spills part of the contents.



Empire Containers are exact to measure.



The patent grooved lid and paraffin waxing ensure against spilling and splattering.



At any angle the Empire Container is safe and sure from spilling.



A full pail ensures the satisfaction and confidence of your customers.

Is the problem of keeping up with rising costs taxing you?

Retailing demands the strictest attention to small details. Over-measure on vinegar, molasses, oysters, etc., is a serious matter and directly affects your bank balance.

The **"Empire Container"** solves this problem. It effectively checks all losses through over-measure. The customer is satisfied and you have your full profit.

There is no loss from spillage — even though it is upside down. It is easy to handle, can be wrapped up like a can of salmon. It is well made, strong and non-leakable.

For two years we've been talking about losing money from over-measure. Hundreds of live fellows have investigated this leak and what they discovered amazed them.

They bought **"Empire Containers"** and so will you if you look into this matter. Think it over.

Made in three sizes: half-pints at $12; pints at $14; quarts at $16 per 1,000, F.O.B. factory, Sombra, Ont.

Ask us to prove that you can make money by using them.



Connecticut Oyster Co.

Exclusive Selling Agents

50 Jarvis Street TORONTO

CONTAINING ADDRESS ON RETAILER'S PART IN FRUIT MARKETING

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII PUBLICATION OFFICE: TORONTO, NOVEMBER 20, 1914 No. 47

I'se In Town, Honey



The coming of Winter awakens the desire for steaming hot pancakes, muffins, griddle cakes, etc., and heralds the introduction of Aunt Jemima's Self-Raising Pancake Flour throughout Canada. It's to your advantage to stock and push this famous flour *now* while the big bill-board campaign is on.

Get a trial stock and show it in your windows. It's a rapid seller and a repeater.

AGENTS

MacLaren Imperial Cheese Co.
Toronto, Ont.

Rose & Laflamme
Montreal, Que.

W. L. MacKenzie Co.
Winnipeg, Man.

For sale by all grocers in Canada



McCORMICK'S

NEW, SNOW-WHITE, SUNSHINE BISCUIT AND CANDY FACTORY

NOW in Full Swing

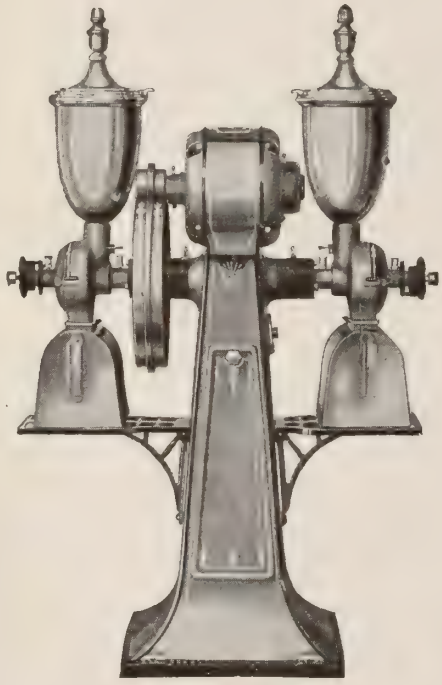


READY to fill your Christmas Candy orders. 1,000 varieties of candy, besides an endless variety of fancy candy boxes, baskets, novelties, etc.

Don't Forget when you buy candy from McCormick's you are getting an article that is made in a factory where "PURITY" is the motto. The largest, most modern and sanitary biscuit and candy factory in America. Pure white, both inside and out; operated entirely by electricity; abundance of light; employees' sunshine dining rooms, rest rooms, reading rooms, red cross department, gymnasium, smoking rooms, lawn tennis court, baseball diamond; all employees in spotless, clean white uniforms.

The McCormick Mfg. Co., Limited, London, Canada

Branches: Montreal, Ottawa, Hamilton, Kingston, Winnipeg, Calgary, St. John, N.B., Port Arthur



The HOBART MILL

The only straight road to larger coffee profits lies in grinding it yourself, fresh for every customer. But there is a broad distinction between mills that accomplish this only indifferently and those that perform it effectively and profitably. With the Hobart Mill you have the successful experiences of thousands of other grocers to back up your selection. Ask any user what he thinks of the Hobart and we feel sure he will tell you (as hundreds of others have told us) you could find no better economizer or profit-producer. Write to-day for full particulars and beautifully illustrated booklet without obligation.

The Hobart Mfg. Co., 105 Church St., Toronto

RYAN BROS., 110 St. James Street, WINNIPEG, Agents for Manitoba, Saskatchewan and Northern Ontario



GROWTH

is a matter of merit— and service

The sales of Cox's Gelatine never stand still. Their unqualified goodness and world-wide reputation are building big business for thousands of grocers, but more particularly during the winter months, when social events call for dainty, unusual desserts. Get them on display prominently in your store. Get their reputation, their quality, their goodness, working behind your sales. Write your nearest wholesaler to-day for particulars and supplies.

Arthur P. Tippet & Co.
Agents :-: Montreal

A Common Characteristic

of men is a desire to "taste" a thing before taking a "bite."

Most Dealers Like to

know something about goods before they order.

A "taste" is all that is necessary to convince you of the reason for the success and popularity of "Bordo" chocolates.

This is Your Chance to Taste "BORDO"

Please send me a Free sample of "Bordo," that I may learn the "Bordo" taste. This puts me under no obligation whatever.

Name .....

Address .....

The three great requisites are wrapped up in "Bordo,"

Quick Sales
Liberal Profits
Pleased Customers

A Big Seller for Twenty-five Years

Packed in 10c. packages, ½-lb. boxes, 1-lb. boxes and 5-lb. boxes.

Tear out this page and mail to-day.

The Montreal Biscuit Co.

"Makers of Sweets That Satisfy"

MONTREAL

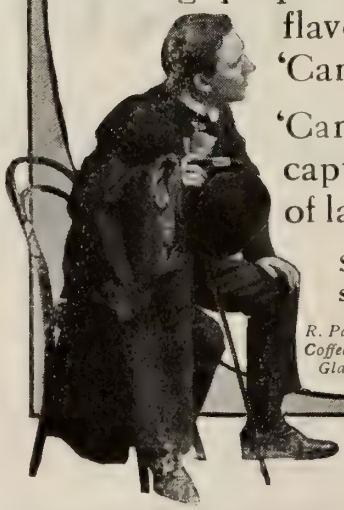
'CAMP' COFFEE-SIR

not only makes new customers, but keeps the old. 'Camp' has a ready and a steady sale. Its invigorating properties and enticing flavour have brought 'Camp' to the front.

'Camp' will help you capture a wide area of lasting business.

See that your stock is right

R. Paterson & Sons, Ltd. Coffee Specialists, Glasgow.



Do You Want More Money?

OF course you do and are willing to make use of your spare hours in a way that will net you the biggest returns. Many others like yourself have had the same desire to turn their spare time into money and profitable experience. They are now making from $5 to $20 a week, according to the time given.

IF YOU ARE NOT AFRAID OF WORK you can make $5 a week, giving 3 hours a week to taking subscriptions to

MACLEAN'S MAGAZINE

We supply you with all you need to take subscriptions except the determination. We allow a definite, liberal commission on both new and renewal subscriptions.

THE coming months are the most pleasant in the year for the work. If you write at once we can appoint you as our local representative.

MACLEAN PUBLISHING CO., Ltd.
143-153 University Avenue, TORONTO

Sales a'plenty

E. D. S. quality. E. D. S. purity, E. D. S. natural flavor has a direct bearing and influence on your customers. Once they taste E. D. S. quality, sales a'plenty are assured, and you build around yourself customers who come with regularity and go away delighted; customers who will influence their neighbors by unconscious recommendation; customers whose pleasure and satisfaction in E. D. S. purity means sales a'plenty for you. Better get E. D. S. Line on display and make the most of the preserve season. Write us to-day.

E. D. SMITH & SON

Limited

WINONA, ONT.

AGENTS

Newton A. Hill — Toronto
W. H. Dunn — Montreal
Mason & Hickey — Winnipeg
R. B. Colwell — Halifax, N.S.
A. P. Armstrong — Sydney, N.S.





The Social Season brings your best opportunity to vigorously push the

BORDEN LINES

Dainty cakes, pies and desserts are made all the more delicious with the aid of Borden Products. The housewife who has never used Reindeer Cocoa for icing cakes or filling pies, will find in it a new delight, economy and convenience. As a substitute for whipping cream, St. Charles Evaporated Milk quite equals the dairy product. Because it contains such a large percentage of butter fat, St. Charles permits of satisfactory whipping. Just the thing to top off a dainty dessert or shortcake —so delicious and economical.

Reindeer Brand Condensed Coffee is suitable for sandwiches, and properly prepared, are delicious.

If you have never featured the Borden Lines for cakes, pies and desserts, get out an attractive window display NOW — just at the commencement of the social season. Make sure your whole clientele is thoroughly acquainted with the Borden advantages.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Building
Vancouver, B.C.



JAPAN TEAS

FURUYA and NISHIMURA



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

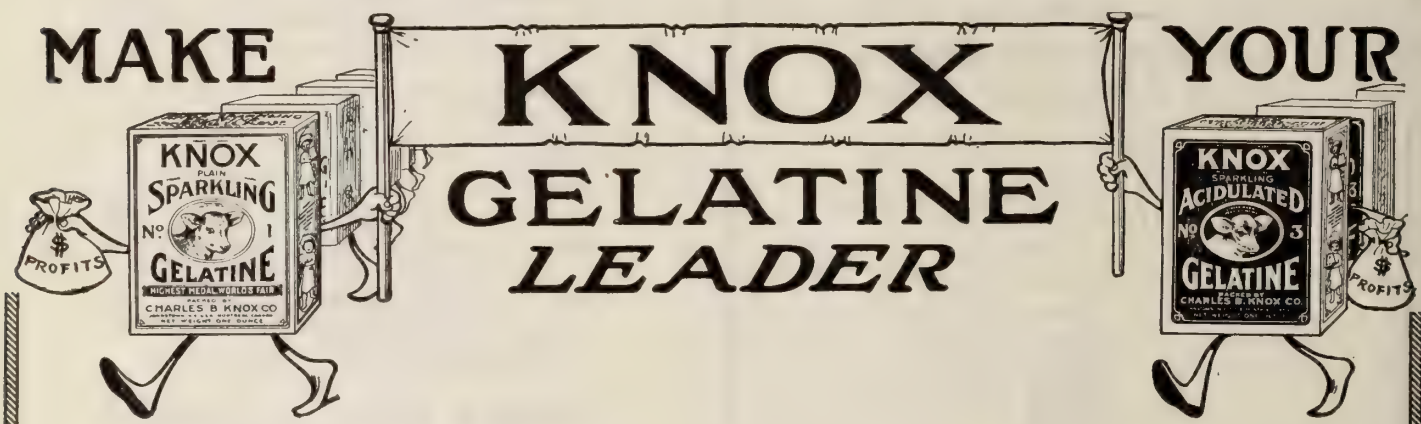
SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax, - N.S.

MAKE KNOX YOUR GELATINE *LEADER*



Do you want a "banner" gelatine business?

If you'll make a steady effort to secure the sales we send your way by persistent advertising, you'll be surprised to find how easy it is to increase your sales of KNOX GELATINE. Keep KNOX GELATINE on display at all times, tell your clerks to talk about KNOX GELATINE. Do these things, because Quality, Purity, Big Moneysworth and Advertising combine to make KNOX GELATINE an easy seller, and, because you make a good profit out of the retail price of 15 cents per package.

CHAS. B. KNOX & CO.

Johnstown, N.Y.

GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

Leitch Brothers' Flour Mills
LIMITED
Oak Lake **Manitoba**

Grates Polished with

GIPSY

Stove Gloss

"wear a black look"

Not so the Grocer who sells it.

Order from your Wholesaler.

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia & Yukon: Creeden & Avery, 117, Arcade Buildings Vancouver, B.C.

Richards
QUICK NAPTHA
THE
WOMAN'S SOAP

The Sign of a

Good Buy in Soaps

Here's a soap with a reputation behind it—it is well advertised—has a large sale—offers a 26½ per cent. profit—is backed by good service to you. Better let your wholesaler supply you with a few cases this very week.

The Richards Pure Soap Co.
Limited
Woodstock - Ontario



The Severest Test of a Baking Powder

is in the making of bread. To produce a sweeter, lighter, whiter bread, housewives have used for over fifty years

COOK'S FRIEND
Baking Powder

and there's a reason, too. When making bread with Cook's Friend, no fermentation takes place, and thus neither acid nor alcohol is formed. Offer your customers a powder that gives them better results and bigger sales are assured. Write us to-day.

W. D. McLaren, Limited, Montreal

For Over Thirty Years The Leader

Shirriff's True Vanilla stands supreme among vanilla extracts. No other equals it in sales in Canada. And no other equals it in quality, a fact which every progressive grocer knows.



Shirriff's True Vanilla owes its superior bouquet, strength and flavor to the special Shirriff process which the choicest real Mexican Vanilla beans undergo. No one has successfully imitated this process, because the process in its entirety is known only to the proprietors. It is not for sale. The makers of

Shirriff's True Vanilla

place a guarantee on every bottle as a token of their faith in their product. It also serves as a good talking point in selling. But most discriminating housewives know about Shirriff's True Vanilla, and are glad to buy it. If you are not selling this famous extract, place an order right soon. No enterprising grocer should be without a stock of this splendid selling line.

Imperial Extract Co.

Steiner and Matilda Streets
Toronto

Cane

is King in the woodenware world

Cane washboards, Diamond King, Western King, Globe, Beaver, etc., as well as other Cane lines of woodenware, are in the quality Kingdom. They are made of carefully selected materials, and the workmanship is of the very highest order. The customer always gets full satisfaction—and you realize a good profit.

Always keep a good supply of **Cane's on hand.** The quality keeps them selling.

Order from your Jobber.

The Wm. Cane & Sons Co.
Limited

Newmarket, Ont.





Not for Your Profit Alone—

NOT for **your** gain entirely—but your customers also. Her gain, her pleasure, her entire satisfaction are paramount in the preparation of

SIMCOE BAKED BEANS

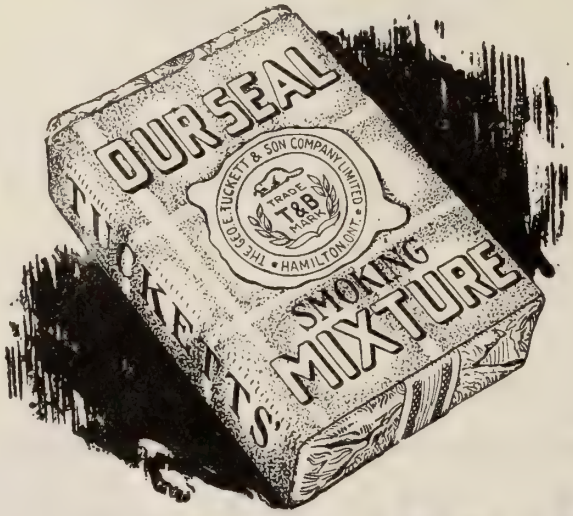
This policy is revealed in the thoroughness with which this delicious food is cooked, the consummate care in blending the sauces, the absolute cleanliness in canning, the greater economy of the finished product. Your customer's satisfaction **must** come first.

But by so doing, do we not build easy sales—larger sales—continuous sales for **you?** Let us send you a few cases for trial order. **Write to-day.**

Dominion Canners
Limited
Hamilton
Ont.

DOMINION CANNERS LIMITED
HAMILTON, CANADA.
THE EVIDENCE of QUALITY

Our Seal TUCKETT'S SMOKING Tobacco



Six years packed into one little Package *of* "Our Seal"

Six years with their days, weeks and months of trying experiments with various leaves—six years with their search for grades of tobacco that would blend together in one harmonious, fragrant, soothing smoke. And here they are in "Our Seal"—a delightful, satisfying blend that pleases the most discriminating tobacco user — a blend of real tobacco goodness.

Your department should give it prominence. Get "Our Seal" from your wholesaler.

Tuckett, Limited, Hamilton, Ontario

Continental Quality

has never been questioned.

If you have satisfied yourself that

Continental Grocery Bags

have no superior in any feature, consider the prices which are no higher than are usually asked for bags of inferior quality and make.

Samples on request.

The Continental Bag & Paper Co., Limited

Manufacturers **OTTAWA**

Branches: Montreal and Toronto
Agencies throughout Canada

Only Six Weeks to get rid of——

All adulterated maple syrup and maple sugar. If you haven't read the law, don't fail to do so. It has been reproduced in our advertisements in this paper several times.

$100.00—$200.00—$500.00 is the Fine. Read the Law.

In the case of an uninjurious to health adulteration, the maximum penalty shall be $200.00 or three months' imprisonment, no minimum being subscribed.

Subsequent offences shall bring a penalty of $500.00 and costs or six months' imprisonment, or both, and not less than $100.00 and costs for each offence.



To Be Safe—Stock

Pride of Canada

Every ounce from the pure sap of the maple. You can stake your reputation on it. The goods are right; so are the prices. Let us quote you.

Maple Tree Producers' Assoc.

Limited

58 Wellington Street, Montreal

AGENTS:—W. L. Mackenzie & Co., Winnipeg; Oppenheimer Bros., Vancouver; S. H. P. Mackenzie, 32 Church Street, Toronto; Canadian Maple Products Co., Limited, 1 Endell Street, Long Acre, London, W.C., England.

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL



There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St. PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

"SOVEREIGN" SALMON



FINEST BRITISH COLUMBIA SOCKEYE

QUALITY IS OUR FIRST CONSIDERATION

PACKED BY

THE ANGLO BRITISH COLUMBIA PACKING CO. LIMITED

VANCOUVER, B.C.

Better Dealer Service



The greatly increased demand for

CHINESE STARCH

has made necessary the installation of new and improved machinery that will more than double the present capacity of our plant. This will enable us to make prompt deliveries on all orders and insures a neater package.

Chinese Starch fits in with the

"Made in Canada"

movement, so don't lose sight of the fact, that when pushing this superior brand you not only please your customers but keep the money at home.

OCEAN MILLS, Montreal

Order from any Wholesale Grocer

57 H·E·I·N·Z 57

Increase Your Sales and Profits

PERSISTENT national advertising keeps *Heinz 57 Varieties* selling and makes two profits grow where only one grew before. Standard advertised articles carry with them a double guarantee—sure quality for the consumer, and steady sales for the merchant.

Our Grocers' Service Department works to help you get all the sales which our Quality plus Advertising is constantly creating. Ask our salesman what we are doing along this line or write to us for full information.

H. J. HEINZ COMPANY

PURE FOOD PRODUCTS

MADE IN CANADA

Factory, Leamington, Ontario

57 H·E·I·N·Z 57

Tartan BRAND
THE SIGN OF PURITY

NEW FALL FRUIT ARRIVING DAILY

New Valencias (In stock)
New Malaga Raisins
New Shelled Almonds
New Currants
New Sultanas
New California Prunes, Apricots, Peaches, Raisins.

Our travelers have full information, or

'Phone No. 3595, 3596, 3597, 3598, 4656, 748; Night 'Phone, 1807.

BALFOUR, SMYE & CO., Wholesale Grocers **HAMILTON**

Evaporated Apples

WE PACK CHOICE THREE-POUND PACKAGES FOR FINE FAMILY TRADE.

O. E. Robinson & Co.
Ingersoll, Ontario



Quality with Economy

in irresistible form is what you offer your customers in Bee Brand Jelly Powders. Their quality will give them an entrance to homes of most critical tastes. Their economy makes them practicable for any household. The margin of profit, considering the extent of sales, is really unusual. Write to-day for trial order.

FORBES & NADEAU, Montreal, Que.

Jonas' Extracts

The same high quality for over forty-four years

Jonas' Extracts have had lots of time to make friends—over forty-four years of use by particular people in Canada. If sale increase is any indication of the real feeling of the Canadian housewives towards Jonas' Extracts, we can truthfully say they have given satisfaction.

Their purity, richness of flavor and strength are features that catch the new trade and hold the old.

Stock up now.



Henri Jonas & Co.
Established 1870
Montreal

Made in Canada

We are now manufacturing a special line of cartons for Biscuit Mfrs.

PARAFFINED, SANITARY

and made from CANADIAN pulp board.

To manufacturers of Biscuits we will be pleased to submit samples and quote prices.

To the Merchant: Ask for biscuits put up in "Made in Canada" cartons.

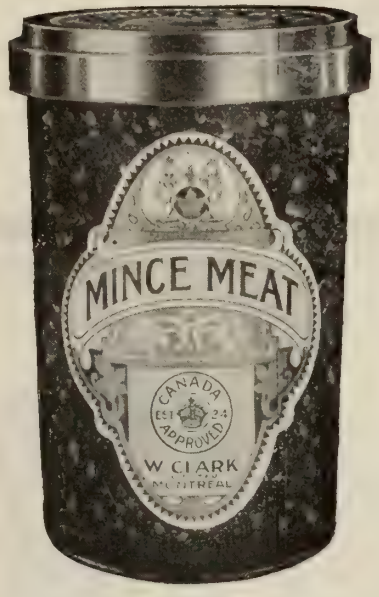
The Consumer will prefer biscuits put up in "Made in Canada" Paraffined and Sanitary cartons, which keeps them dry and crisp.



We also manufacture paraffined Butter cartons.

RUDD PAPER BOX CO., LIMITED
Toronto

Seasonable Goods



MADE IN CANADA

and backed by a name which is an absolute guarantee of purity and quality

CLARK'S MINCEMEAT

prepared from the very finest meats, fruits and spices, is one of your most attractive sellers at this season of the year. Packed in tins No. 1, 2, 3, 4, 5; in glass, one size only, also in pails 25 lbs. Tubs 45 lbs. and 85 lbs.



Replenish Your Stock Now

W. CLARK, LIMITED, Montreal

feature

Four Lines for Tobacco Success

MASTER MASON and ROSE QUESNEL
(SMOKING)

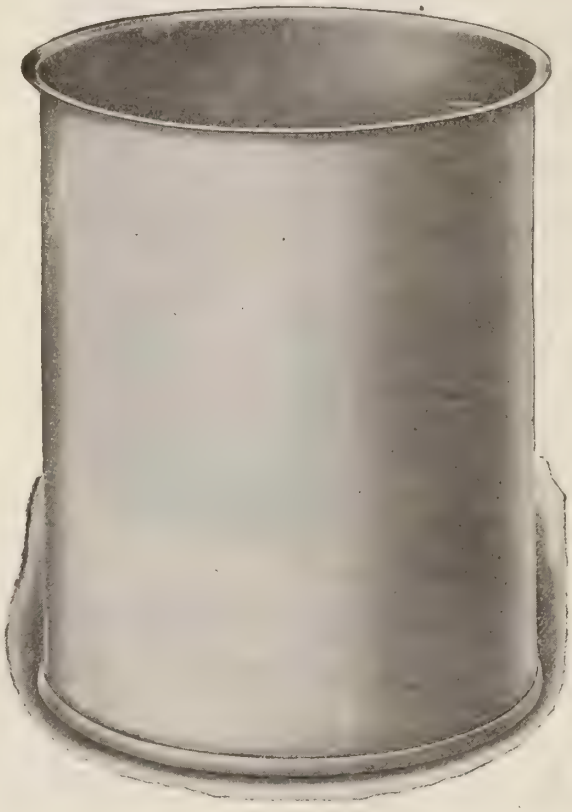
KING GEORGE'S NAVY and ROYAL CROWN
(CHEWING)

The popular favorites of the discriminating. Write to-day

ROCK CITY TOBACCO CO., LIMITED, QUEBEC

In our Classified Columns on page 59, there is almost sure to be a proposition which will interest you.

You should use our Condensed Ad. page for making your wants known. Whether it be a partner, clerk or salesman required, or a buyer for your business, or if you have bought a cheese-cutter or a showcase, etc., and want to sell your old one, you will find Canadian Grocer's Classified page most productive of replies.



Sanitary Cans

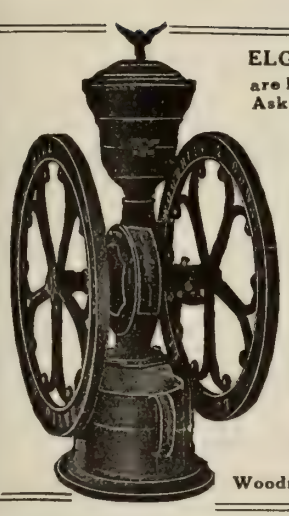
"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company
LIMITED
NIAGARA FALLS, ONTARIO

St. Lawrence

Finest sugar on the market.
Put up in all size packages.



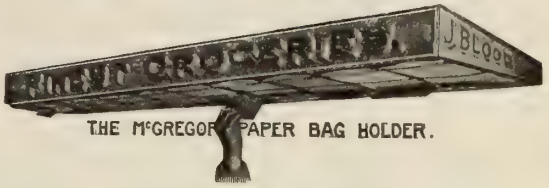
ELGIN NATIONAL COFFEE MILLS

are handled by the best Canadian Jobbers. Ask your Jobbers for Catalog and Prices.

CALGARY—Campbell, Wilson & Horne, Ltd.; P. D. McLaren, Ltd. EDMONTON—H. H. Cooper & Co.; The A. Macdonald Co.; Revillon Wholesale, Ltd. FERNIE—The Western Canada Wholesale Co., Ltd. HAMILTON—Balfour, Smye & Co.; James Turner & Co.; Macpherson, Glassco & Co.; Walter Woods & Co. LONDON—Gorman, Eckert & Co., Ltd. MONTREAL—L. Chaput, Fils & Cie., Ltd.; Minto Bros.; Canadian Fairbanks Co. (and branches). MOOSE JAW—The Codville Co., Ltd. REGINA—Campbell, Wilson & Strathdee, Ltd.; H. G. Smith, Ltd. ST. JOHN—Dearborn & Co.; G. E. Barbour Co., Ltd. SASKATOON—Campbell, Wilson & Adams, Ltd.; The Codville Co., Ltd.; North-West Specialty Co. TORONTO—Eby-Blain, Ltd.; R. B. Hayhoe & Co.; Minto Bros., Ltd.; Medland Bros., Ltd. VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Empress Mfg. Co., Ltd.; Kelly, Douglas & Co. WINNIPEG—Blue Ribbon, Ltd. (and branches); The Codville Co. (and branches); Walter Woods & Co.

Woodruff & Edwards Co., Elgin, Ill., U.S.A.

A store convenience — costs little — gives big service



THE McGREGOR PAPER BAG HOLDER.

Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or
THE O. P. McGREGOR PAPER CO., LIMITED,
411 Spadina Ave., Toronto.

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions
Tea Lead—all gauges and sizes
Metal Bottle Capsules—any size, color or stamping
Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use — stating qualities — We will give you BEST QUALITY — BEST DELIVERY — BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road LONDON N., ENGLAND

Readers Of The Grocer, Let Us Know Your Wants

You have noticed our Letter Box service. Every week we hear from dealers who desire names and addresses of firms manufacturing some particular article.

This service may be beneficial to you. If you are in the market for any article you do not know where to get, our services will be cheerfully given.

The Canadian Grocer is in position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Grocer you are entitled to this service.

The Canadian Grocer

Montreal Toronto Winnipeg Vancouver

T. A. Lytle & Co., Limited

announce

that

F. D. Lea

(late of Simcoe)

has joined their

processing

staff



Make Winter Bring You Dividends

The nip of the wintry wind, the vigorous days out-of-doors, the gruelling game—all bring you unusual opportunities for heavy profits with

"DISTIL" COFFEE

For those who demand the real coffee flavor, DISTIL Coffee Extract is the unqualified preference. Its purity and delicious goodness are firmly established by a wonderful record. Custom secured means custom held, for "DISTIL" is an all-year-round favorite. Write to-day for particulars and quotations.

THE HARRY HORNE CO.
Canadian Agents
309-11 King St. West, TORONTO

Made at London, Eng., by The Distil Mfg. Co., Limited.



You can't tell by the looks—

Most good coffees look equal in the bean, but the difference is in the Cup Quality.

The real test of coffee quality is in the cup—your customers test by the drink.

Cup Quality is our first consideration. In

"Ladies' Delight" Coffee

we have a coffee that is very delicious and appetizing. It satisfies the drinker. It builds permanent business for you, because it satisfies the customer.

It is put up in ½, 1, 10, 25 and 60-lb. handsome lithographed, air-tight tins.

We have an attractive Contract proposition. Write us now.

McLarens Limited

Hamilton and Winnipeg

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Two Good Agencies Wanted for
CITY OF OTTAWA
(best of references)
Martin M. Walsh
Care Canadian Grocer

We are large buyers of
Evaporated Apples and White Beans
Wire or write us.
W. H. Millman & Sons
Grocery Brokers
TORONTO

When writing advertisers kindly mention having seen the ad. in this paper.

The Condensed Ads. in this Paper will bring good results

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents and Importers.
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

HENRI DE LEEUW
28 Front Street E. TORONTO
I solicit Agencies of large Canadian Packers, Evaporators, Flour Mills, either for Canada or abroad. Submit me prices and samples. I have large foreign enquiries.

WESTERN PROVINCES.

GEORGE E. MEASAM
Wholesale Grocery Broker and Manufacturers' Agent.
Splendid warehouse space. Cold Storage in connection.
P. O. BOX 1721,
Edmonton - - - - - Alberta.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

G. C. WARREN, REGINA SASK.
Importer, Wholesale Broker and Manufacturers' Agent.
Trade Established, 15 years.
Domestic and Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

W. H. Escott Co.,
LIMITED
Wholesale Grocery Brokers and Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

COCKBURN-NOLAN CO.
Limited
Importers, Brokers and Commission Merchants
Representing Pugsley-Dingman Co., Limited. Canned Foods, Limited.
312-314 Ross Avenue, Winnipeg.

A want ad. in this paper will bring replies from all parts of Canada.

WESTERN PROVINCES—Continued.

H G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY
IMPORTER & BROKER
Specials just landed:—
CITRIC ACID TARTARIC ACID
OIL OF LEMON SALTPETRE
757-759 Henry Ave. WINNIPEG

Ruttan, Alderson & Lound, Ltd.
Successors to
RUTTAN & CHIPMAN
Commission Brokers
WINNIPEG. MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street, - Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.

QUEBEC.

SPLENDID CONNECTION
Amongst the Jobbers and Retailers.
I am open for a few more agencies, and can handle them to advantage.
Have You a Line of Candy Gross Goods?
The CLAUDE BEAUCHAMP Imports Limited.
223 Commissioners St., Montreal.

Agencies Solicited
For many years have had first-class connection with both retail and wholesale grocery trade.
J. W. Lapointe
458 St. Antoine St. Montreal

SAFETY FIRST!

Insure Your Income by Keeping Informed

on general business conditions that may affect the earnings of enterprises in which you are interested.

READ

The Financial Post
(of Canada)

"THE CANADIAN NEWSPAPER FOR INVESTORS"

which presents weekly in popular form reliable information respecting investments and business affairs in Canada.

Single Copies, 10c. *Annual Subscription, $3.00*

DETACH HERE

The Financial Post of Canada,
143-153 University Avenue, Toronto.

Dear Sirs,—

Please enter me as a regular subscriber, commencing at once. I [am enclosing / will forward] one dollar to pay for my subscription for first four months.

NAME.....

ADDRESS.....

(C. G.)

In Every Drop of MAPLEINE

we have put the quality that gives lasting and delightful flavor.

Order yours from

Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont., Can.

Mason & Hickey, 287 Stanley St., Winnipeg, Man., Can.

CRESCENT MFG. CO.
SEATTLE, WASH.



OAKEY'S KNIFE WELLINGTON POLISH



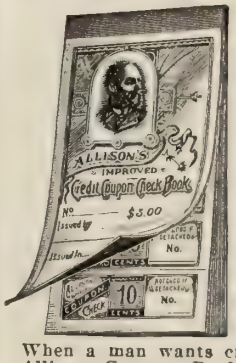
JOHN OAKEY & SONS, LIMITED,
LONDON . ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermed St., Winnipeg.

20th Century Retailing DEMANDS the use of

ALLISON COUPON BOOKS



You can't get away from credit business without driving away trade. And if you don't use **Allison Coupon Books** you are bound to lose some money on credit accounts. Allison Coupon Books make credit business "good as gold."

HERE'S HOW THEY WORK:

When a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No passbooks, no charging, no time wasted, no errors, no disputes.

For Sale Everywhere by Jobbers.

ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

Introducing the New

ARCTIC

FISH DISPLAY CASE

A Real Silent Salesman



Can you beat this

handsome solid oak fish display case? Length 54", width 24", height 32", fitted with three separate compartments, each partition removable, easily cleaned and sanitary, fitted out with solid brass hardware and all for the popular price

$27.00 net

No grocer should be without it.

Every grocer can now handle a stock of fresh fish properly as well as profitably.

Fish to-day is a very profitable line for any grocer to handle — it's the most reasonably priced fresh meat that can be used in any household.

The main sticker has always been the proper handling—here's where we step into the breach with

Our New Sanitary Fish Display Case

A truly handsome silent salesman that shows the goods in a most inviting manner and keeps them always fresh and clean. It may be used in the store or in the entrance, and will pay for itself many times over in a very short while.

This case, approved and recommended by Canada's leading fish men, is acknowledged to be the finest fish display case ever put on the market. With the price so ridiculously low no grocer can overlook it for either cured, frozen or fresh fish. It's a real money-maker.

Mail your order to-day and get a footing in the fish game early

John Hillock & Co., Limited

Makers of High-grade Refrigerators

TORONTO

AGENTS:—Western Ontario: J. H. Galloway & Co., Hamilton. Saskatchewan: Western Butchers' Supply Co., Regina, Sask. Montreal: W. S. Silcock, 33 St. Nicholas St.

"MADE IN CANADA"

These will prove magic words if you and we and others like us do our part, i.e.—simply in everything we buy for our personal use and for our families that we insist on getting goods "Made in Canada," always with the proviso, that the Canadian goods are equal in quality and price to the imported goods we would otherwise have bought.

Let us, too, be a bit generous just now in our comparisons. The Canadian article may often be a bit different in design, in texture, in taste, or otherwise, from the imported article, but we can soon accustom ourselves to it—and will often find it of a much more superior quality than we had supposed. Canadian manufacturers have made marvelous strides in the past few years. In many cases the quality of our Canadian-made goods is appreciated more abroad, where an export trade has been worked up, than it is at home—we think we can quote our woollen cloths as an example.

For our part—we cheerfully pledge ourselves to give the preference to, and use every reasonable effort to obtain goods "Made in Canada." We will do our small part to keep our Canadian factories busy.

And just a word more to say that

RED ROSE TEA

is blended and packed by Canadian work-people who are working full time and getting full pay.

Every package you buy helps to make these work-people busy.

T. H. ESTABROOKS CO., Limited

7 FRONT ST. E.

TORONTO, ONTARIO

MEET *the* BIGGER DEMAND *with* "BANNER BRAND"

Canadian grocers are going to experience an unprecedented rush on fruit jams during the next few months. The costliness of fresh fruit and soaring price of sugar has made the making of home preserves almost prohibitive. Home larders are either empty or low. And this big gap in the daily consumption of jams must be filled from the grocer's shelves. The experiences of other grocers who have attained singular success with jams and jellies is that for broadest demand, quickest returns, continuous orders, the Banner Brand Line is easily the most superior. Experience it yourself by getting the Banner Brand Line on display. Write our Service Department for attractive window cards and posters, and plans or arrangements for effective window displays. Write NOW.



LINDNERS LIMITED

WINNIPEG 306 Ross Ave. **TORONTO** 340 Dufferin St.

Representatives: H. Whissell, 2928 Drolet St., Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Ltd., Calgary; H. E. Gross, Vancouver; R. S. McIndoe, **Toronto.**

BANNER L&B BRAND

BANNER L&B BRAND

You are Paying for Anchor Caps Right Now

Why not demand Anchor Cap Security?

To seal your product with anything less certain than Anchor Caps is to definitely place it among inferior grades. The dealer and user have come to associate quality with safety, and you know where a seal of doubtful security will place *your* product. If you are not getting the absolute security of Anchor Caps you are paying for it anyway—right now. Paying for it in loss of prestige, loss of security, loss of bigger sales. It is no mere incident that the firms whose products are classed as the highest grades, use Anchor Caps exclusively. If, therefore, you are paying for Anchor Caps, why not demand Anchor Cap security?

Catalogue and full particulars will be gladly forwarded without obligation. Shall we send them to-day?



THE ANCHOR CAP & CLOSURE CORP. OF CANADA LIMITED

Sudbury St. W., Foot of Dovercourt Rd., Toronto

The Diary of a Progressive Grocer

January Decided to go into grocery business and bought stock in trade of Smith & Co., who seemingly could not make store pay. Have my own ideas about progress which I determine to put to the test. Found several chests of tea on premises, some very ancient according to the book. Must get rid of this.

February Very few customers seem to buy their tea from me and I am afraid I shall lose other custom if I cannot get their tea trade. Those who buy the bulk tea always complain of something, either bad flavor or dust. Bulk tea traveller could not suggest remedy except that I mark down and clear out stock, then buy more from him. Hardly sounds good to me. Must look into this tea business, losing customers rapidly.

March Must give up hope of selling that bulk tea and have to-day ordered 90 pounds of Salada from their traveller who has been calling regularly. Salada arrives, freight paid, and am struck by its clean, attractive packing. If the goods live up to their appearance should be able to regain my lost tea trade. Customers beginning to ask for Salada, the firm having sampled by mail at my request. Find there is no time lost in weighing out and only have to keep a small stock as House delivers promptly. Customers beginning to return, and are asking for Salada in various grades. Must get in a more varied stock, especially as firm tells me they will take back every pound at any time and refund me full purchase price. By the end of the month I find a most satisfactory increase in my tea sales, but continue to find the bulk tea a problem. It is the same way with several dull-looking packets I found on a back shelf.

TORONTO
London Eng. New York Chicago

"SALADA"

MONTREAL
Boston, Detroit, Buffalo, etc.

No Better Tomatoes than
FRETZ

If you want to touch the Taste-spot of your customers and ensure repeat orders just offer FRETZ TOMATOES. Packed by hand when the fruit is at its fullest deliciousness. FRETZ TOMATOES are irresistibly pleasing. How many cases will do for your first order? Write to-day.

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After once using Robinson's the mother usually solves the question of prepared food for all time. With most families it becomes simply a matter of continued orders. And you know how that would affect *your* sales. Better get in an extra supply to-day.

All the Wholesale Grocers and Druggists in Canada sell Robinson's "Patent" Barley.

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Tell your customers of the many savings that can be effected by the use of

CROWN BRAND CORN SYRUP

(MADE IN CANADA)

This pure, wholesome syrup lends itself to the preparation of innumerable table delicacies that are delicious to eat and inexpensive to make.

You will find this well-advertised line a big Business Booster.

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Makers of the Famous Edwardsburg Brands

Benson's Prepared Corn, Silver Gloss Starch, Lily White Syrup, Etc.

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Toronto, Brantford
Fort William, Vancouver

CANADIAN GROCER

VOL. XXVIII NOVEMBER 20, 1914 No. 47

Co-operative Reasons for Changing Methods

"Always Contemplated the Final Adoption of the British Plan," It Is Now Affirmed—Facts Are That the Original Plan Was Illegal—Something About the Co-operative Union of Windsor, Ont.

IT has already been told in Canadian Grocer how the Householders' Co-operative Stores of Toronto were forced, through the activity of the Retail Merchants' Association, to change their methods. The promoters started out with the plan of assessing members $5 per year in return for which fee these members were to receive concessions in discounts. The matter was taken up by Secretary E. M. Trowern, of the R.M.A. of Canada, who interviewed Hon. W. J. Hanna, the Ontario provincial secretary, pointing out that the charter of the Householders' Co-operative Stores did not permit them to do this. This forced upon the officials a rapid change of front. But when these officials went back to their "members" to inform them that the concern had to become a joint-stock company (in effect) did they tell them the truth?

Each reader can answer this question for himself by reading the following circular issued by the vice-president on October 14, to its so-called "members":

IMPORTANT NOTICE TO MEMBERS.

"In starting the Householders' Co-operative Stores, Limited, we adopted the principle of memberships and cash discounts in order to get a quick response to our proposition. The results have been very satisfactory but a large number of our members have insisted that the co-operative plan, as practised in England, is preferable to our method. In this we agree with them, and, in fact, always contemplated the final adoption of the British plan, but did not care to sell any shares of our stock until we gave it a value. We have now made the shares worthy to be sold and have decided to make the change before we open any more stores. Commencing on Friday morning, October 16th, our discounts will be withdrawn and all our stores will offer regular prices. Commencing the same day quarterly distributions of profits will be made to all owners of shares of the stock of this Company. These distributions will take the form of two classes of payments i.e., dividends on capital at the rate of 7% per annum, and profit distribution on purchases.

"A coupon for the amount of the purchase will be given with each sale. Save them.

"The application you have made for membership will be transferred to a share of stock, and the money you have paid on the membership will be credited to the cost of stock. We would suggest that you interview our representative at the store that took your membership as he is prepared to give you any information or explanations you may desire. We have opened two new stores within the last week and give below the list of those we are now operating:

Store No. 2—239 Royce Ave. (Near Cor. Perth Ave.) Phone Junc. 1339.

Store No. 3—391 Brock Ave. (Cor Muir Ave.) Phone Parkdale 3249.

Store No. 4—223 Brunswick Ave. (Cor. Sussex Ave.- Phone College 2356.

Store No. 5—588 Gerrard St. E. (Near Corner Broadview.) Phone Gerrard 3557.

Store No. 6—680 College St. (Cor. Beatrice St.) Phone College 2407.

Store No. 7—106 Bartlett Ave. (Cor. Shanley.) Phone Junction 1016.

Store No. 8—1255 St. Clair Ave.) (Near Corner Dufferin St.)

Fraternally yours,

Householders' Co-operative Stores, Limited.

W. B. Kenderdine,
Vice-President.

A CANVASSER'S CONTENTIONS.

The above reasons for the change will no doubt sound a bit "fishy" to those who know the facts. The writer happened to be one of those canvassed by an agent of the Householders' Co-operative Stores when the proposition was in its early stages. The enthusiastic agent made the attempt to point out that the scheme as first devised was similar to the operations of the co-operative societies in the Old Country, but when he was shown that this was a misrepresentation, he blamed his statement on someone who had told him the two were identical. All the facts go to indicate that the promoters of this project never intended to conduct their business any other way

than by collecting membership fees and giving discounts on purchases. But in a most diplomatic manner the writer of the circular quoted above makes the members responsible for the change when he states that a number of them "have insisted that the co-operative plan as practised in England is preferable to our method."

As a matter of fact, their method was not legalized by law, and had to be changed. But this is just another sample of the misleading assertions organizations of this character employ to get the people to take up their proposition.

Association in Windsor.

While on the subject of co-operative concerns, there is a firm in Windsor, Ont., which has not been discussed in Canadian Grocer for some time. Just what the proper name of it is is somewhat difficult to say with any degree of definiteness. It may be The Consumers' Association, or The Dominion Grocery Co., or The Co-operative Union, or it may even be The National Supply Company. Who can tell even whether these four have been and are separate concerns, but with one man behind them and operated similarly, if not exactly, the same. About February 1, 1912, The Dominion Grocery Co. launched a mail order grocery business in Windsor. In conjunction with it was also operated what was termed The Consumers' Association, the same men being behind the two. The scheme was to get as many people as possible to pay $2 subscription fee, in return for which they were to receive catalogues listing goods at alleged cut rates. At the time Canadian Grocer reviewed the literature and catalogue, pointing out a number of statements that misrepresented facts.

To-day we have The Co-operative Union of Windsor. This concern is out to do humanity and particularly the unemployed a great service by appointing local managers on a wholesale basis, and having them hunt up business for them. But to become a local agent, one must send along $10 to The Co-operative Union, for which he is to receive the following:—

"Twenty-five yearly membership certificates (value $2 each), one extra lot of advertising circulars printed with the applicant's name as local manager, also confidential grocery catalogues, envelopes, order blanks, a letter of instruction, and a card of authority to collect, and receipt for membership fees, and a yearly membership certificate for his own use."

All that goes for the ten spot. It will be seen that the membership certificates (providing he sold them all) would net him $50. His profit on the work would, therefore, amount to $40. If the man seeking for employment does not happen to possess the $10, there is still a chance for him if he has got $5. Out of this investment he has an opportunity to make $20, but the managers of The The Co-operative Union of Windsor would prefer the receipt of the larger amount.

The bait in this instance is sugar. It is offered at somewhere around 4 cents the pound, which at the present price of the sweet stuff should catch a good many fish. Even retailers would save money if they didn't have to buy other goods to get the sugar.

If The Householders' Co-operative Stores cannot operate on the membership plan, but must place their business on a joint-stock basis, then how can The Co-operative Union or The National Supply Co., or The Consumers' Association, or The Dominion Grocery Co., of Windsor, do business on that basis? Perhaps the Provincial Secretary's Department will answer the question.

Who Wants Copies of This Circular?

Those who read the article on page 32 of Canadian Grocer of November 26 entitled "The Losing Side of Mail Order Trading," will be interested in the following letter:—

Editor Canadian Grocer,

Dear Sir:—I was much taken up with the article on page 32 of Canadian Grocer of Nov. 6th (re) "The Losing Side of Mail Order Trading," and believe that the argument can be used to great advantage if it could be brought to the attention of the farmer, specially in the districts away from the large cities.

Thornloe (where my store is situated), is in New Ontario, 12 miles north of Liskeard, on the T. & N. O. Ry., in a good farming district. It is very galling to go to the station and have to climb over boxes piled four or five deep with labels advertising the mail order houses; and there are four or five such boxes from them for every one billed to myself or my brother grocer. It is very unpleasant indeed to find a pile of them addressed to someone who has a long standing account on the books here at the store and who never has the money to settle his bill. I sometimes boil, and do you wonder at it?

I would like to suggest something right now. Would it not be possible for Canadian Grocer to print a few thousand of these letters such as appear in said edition and sell them to grocers throughout the province?

This is a very opportune time, as the new year is close at hand, and one could be placed in the envelope along with the calendar which most merchants send out, and the farmer would absorb the letter far more if it were sent this way than if it were sent separately as advertising matter, as a nice calendar pleases almost anybody.

I would at least like to hear some other merchant's opinion of the matter.

Yours very truly,

Thornloe, Ont. H. P. McQUIGGAN.

* * * *

Editorial Note.—This is a splendid suggestion from Mr. McQuiggan and it will be adopted. Canadian Grocer has decided to reprint this article in circular form and send out as many copies as members of the trade may desire at actual cost of setting, printing and paper.

Before having the article reset, however, we would like to get an idea as to how many would want circulars and the number. With this information the proper number could be run off and the price set. Dealers of course, appreciate that the more wanted the cheaper the price. Those dealers, therefore, who would like to secure some of the circulars for distribution, will kindly send in their orders within ten days from this date, November 20—that means that all orders must be in not later than December 1. This gives every merchant in Canada an opportunity to secure a supply if prompt action is taken.

Retailer's Part in the Marketing of Fruit

Prominent Member of the Trade Maintains That via the Commission Merchant to Retailer is the Preferable Method—Talks About Trouble Retailers Have With Fruits of Various Quality—Retail Dealer Necessary if Maximum Amount is to be Sold.

Address by D. W. Clark before Convention of Fruit and Vegetable Men.

I MUST confess to a little surprise when your secretary asked me to give an address as a representative of the retailers at this your annual banquet. It is a somewhat new departure as far as I know and I trust it will work towards a better understanding between the fruit and vegetable growers on the one hand, and the retail grocers on the other.

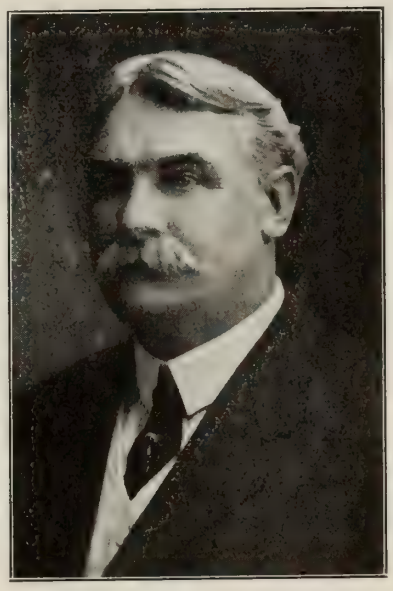
I regret that you have not your display of fruit as in former years, because all such publicity helps to advertise it, and hence sales are increased for both grower and dealer.

You know there are many people under the impression that if a grocer buys an article for 99 cents and then sells it for a dollar he is making a profit of one cent. Such is not at all the case. I have been in the grocery business in Toronto about thirty years, and from my own experience, and the experience of others in the trade, the expenses of a grocer reach from twelve to eighteen per cent. on the turnover. So that if a retailer sells a basket of fruit for one dollar, he must figure that from the time that basket enters his store until it was handed in at the door of the consumer, it cost him anywhere from 12 to 18 cents. Suppose it cost him the average, 15 cents—you can see that if the first cost of that article was 85 cents and he sold it for one dollar he is actually just breaking even and no net profit whatever has been made.

Some of the Overhead Expenses.

The overhead expenses of a retail grocer include many items. There are wages to be paid the manager or proprietor, and the selling staff; there is rent, or interest on investment; light, fuel; the up-keep of delivery horses and wagons and drivers' wages; taxes; insurance; store equipment and fixtures; depreciation on everything; stationery, stamps, etc.; bad debts which frequently necessitate the writing off of considerable money; and sometimes unforeseen occurrences such as the death of a horse or the smashing of a delivery wagon in a runaway. Goods which we purchase and stock in our stores so as to have them convenient for the consuming public must each and all bear their share of these inevitable expenses. In the case of fruit and other perishable goods there is always the additional expenses of waste to be added, for no merchant no matter how careful he may be, can gauge his purchases and sales correctly at all times.

I think you will all agree with me that the consuming public would not buy as much fruit and vegetables if they had to get their supplies direct from the country. The attractive displays of the retailers of Toronto every season are undoubtedly responsible for the great majority of sales; and if there were no displays to tender suggestions to the people, and consumers were left upon their own initiative to write or wire to the country for supplies, there would be a large amount of stuff go a-begging. I wouuld just like to see the retailers of the country give up the sale of fruit and vegetables for one year, and allow the consuming public to send to the country for everything they wanted. You can depend upon it, there would be very little fruit consumed that year.



D. W. CLARK, Toronto.

This address by Mr. Clark was given on invitation of the Fruit and Vegetable Growers' Association at their convention last Friday. It has been advocated hundreds of times by daily newspapers and others ignorant of the distribution problem that fruits and vegetables be sold direct to the consumer. In view of this the address was one of the features of the convention proceedings, taking as it did the course that fruit could be handled much more satisfactorily through the commission merchant, and that if the growers desired the distribution of the maximum amount of fruit the retail grocer was absolutely necessary. The talk was enthusiastically received as was evidenced by the applause and the questions that followed.

If, then, the retail grocer is a necessary link in the chain of fruit and vegetable marketing to secure the maximum turnover, the next question to decide is the cheapest and best way for fruit and vegetables to reach his store. You growers appreciate the fact that to obtain the maximum benefit from your crops, the harvest you produce should all find its way into consumption, and at prices that will bring you a reasonable net profit. If you produce more than a market can be found for, you lose. If the prices you receive do not pay you a net profit, you lose. Your aim is quite clear.

Commission House Allows Choice.

My opinion is that fruit can be more satisfactorily bought by the retail dealer from the commission merchant. It seems to me to be the only fair way for you to market your goods. My reason is this: When the merchant buys from one party at a distance he has no choice in appearance and quality. The goods may be satisfactory to-day and to-morrow they may bring all kinds of complaints from consumers, and you must remember that we make good to our customers anything that is not right. Melons may arrive too ripe or too green; peaches may be off color, etc., and as we are the final distributors, we get the blame. If we purchase goods we cannot conscientiously recommend, we must lose in the price.

But, on the other hand, when goods are bought from the wholesale market where competition is keen, we have our choice from scores of growers. If a retailer has a market for only one kind of fruit he can personally select what he wants from all the offerings on the open market. A merchant too, soon gets to know the shippers who send in the most

reliable fruit and vegetables, and at the commission house he has the opportunity of obtaining his daily supplies from one or another.

The dealer must also protect himself from the standpoint of price. Should he purchase direct from one shipper he pays the one price. But on the commission market the prices are up to-day and down to-morrow, so that if the price a merchant has paid to his own shipper happens to be higher than the ruling commission market quotation—as it would frequently be—he must cut his retail price and lose his net profit. It is therefore much the safer method—despite the recommendation of many of the daily papers and others ignorant of the situation—and surely the most satisfactory method to buy our fruit and vegetables.

No doubt some of you will be able to point to instances to the contrary, but for the best interests of the largest section of the growers and retail dealers, the marketing system I have outlined must prove the generally accepted one.

Errors of Growers.

The majority of us like to be commended for the good things we do, but we are usually loath to hear of these things that ought not to have been done. Nevertheless let me recall a few errors of commission and errors of omission that the fruit we frequently receive in our stores points to. Sometimes, for instance, we receive boxes of berries a little better than half filled. Out of a crate of 27 boxes it may require three or four boxes to fill up the remainder in order that we can offer them to our customers without fear of complaint. Suppose a crate of 27 boxes costs us 13 cents. That would mean a total of $3.51. Suppose we were to sell the remaining 23 boxes that have been filled up at 15 cents per box, or an advance of 2 cents —which is the usual margin—we would only receive $3.45 cents altogether. That would mean a loss on the first cost without taking into consideration the cost of doing business, which is from 12 to 18 per cent. There you have an example of an error of omission. On the other hand when we purchase berries that come from the United States the boxes are jammed full. Of course you realize that what I have said about Canadian boxes does not apply to all cases, but it has occurred frequently, and that is why I have mentioned it here. The retail grocers are in a position to give the growers great assistance in the marketing of fruit if we receive it in good order and properly packed. For the better condition it reaches us in, the lower is the margin of profit we can afford to take, and the lower the price to the consumer, the more will there be consumed—and that is what you men are striving for.

Not All As the Top Row.

From my own experience I must say that a great deal of credit is due the Leamington fruit growers for the fair way in which they put up their goods. Most of the shippers are dependable and you can be certain that the retailers soon become acquainted with the good men and endeavor to get their goods from them. Every man, of course, thinks his goods the best, just as every athlete thinks he has greater powers than his competitor. There are some shippers who mark their goods No. 1, whereas other producers would call them No. 2. Here we have an error of commission. If the marketing of fruit is to be upon a satisfactory basis, as a retailer I would think that more care should be taken in this respect. We often purchase goods supposed to be as the top row indicates, but when those underneath are investigated we find an inferior quality which we cannot send out to our customers. All of this injures the fruit business in general, and it is undoubtedly not good business on the part of the shipper. It tends to rob him of a good name he would otherwise possess. In retailing it is just the same. If we do not give satisfaction to our customers, somebody else will, and we lose the trade.

There are too many disturbing influences in the trade. Supposing a man goes out to the country to visit a friend and brings home with him what fruit he wants. He usually gets it at a lower price than the retailer can buy in quantities—and he doesn't forget to tell us about it. We are every day being gently reminded by those who have just come in from the country how cheap apples are. Sometimes they tell us they can almost get them for carrying them away. They forget that we have high rents to pay and wages and everything else connected with the stocking, displaying and selling of apples, and think they should get them as cheaply as in the country. It is up to the producer, if he wants to get good prices for what he grows, to help maintain prices and not to demoralize them for the retailer from whom he expects so much in the way of getting the goods into consumption.

People Want Better Service.

I trust you understand the position of a retailer better in so far as the marketing of fruit and vegetables is concerned. Those of you who read some of our daily papers no doubt have seen the abuse we receive from Householders' Leagues, etc., about charging exorbitant prices. I assure you that competition is too keen in grocery staples for that. These people do not understand methods of doing business and in their ignorance create all kinds of unjust prejudice against us. In fact, the service demanded by the public nowadays is one of the large factors in price advances.

I'm sure you will agree with me that the retailer is a necessity in the distribution of fruit and vegetables if the maximum is to be sold in a season. I believe in such conferences as these and I hope there will be more of them. I appreciate the honor you conferred upon me through your secretary, Mr. Hodgetts, in inviting me here to-day to give you this talk, and I thank you for your very kind attention.

CAMPBELLFORD ORGANIZED.

Campbellford, Ont., Nov. 19.—(Special).—This town can now boast of a strong section of the Retail Merchants' Association of Canada. Organizer W. C. Miller, of Toronto, was here recently and succeeded in getting the retail men together with a good staff of officers. They are as follows:

President—Mayor W. J. Armstrong, general merchant.

1st vice pres.—J. A. Anderson, general merchant.

2nd vice pres.—G. W. Thomas, general merchant.

Secretary—J. A. Smith, grocer.

Treasurer—G. Russell, flour and feed merchant.

Arrangements have been made to hold monthly meetings of the association.

GROCER GOES TO THE FRONT.

It can scarcely be said that the European war is depleting the ranks of the grocery trade in Canada to any appreciable extent, but nevertheless there are a number leaving it—temporarily, we hope—to fight for their country. Among these is George D'All, a grocer at 148 Bernard Ave., Montreal, who has been a subscriber of Canadian Grocer. In a letter to this paper he says:

"Having joined the second contingent for overseas service (Grenadier Guards), I would feel obliged if you will cancel my subscription to Canadian Grocer in the meantime. If I am one of the lucky ones to see service at the front it may be some time before I require it again, but will be delighted to let you know when I come back, and to renew my subscription."

Not long ago Mr. D'All was unfortunate in losing his wife and a daughter of 18 years, and in this we are sure, he has the sympathy of the trade as well as of Canadian Grocer. It is to be hoped that he will be back again among us.



Interior view of the James R. Bell store in Peterborough, Ont., which is called "The Sanitary Grocery."

"The Sanitary Grocery" is Motto of this Store

Dustless Bin Fixtures with Glass Display Fronts, Biscuit Show-Case, Silent-Salesman, Refrigerator and Metal Ceiling Among the Features in the Interior Arrangement of the Bell Grocery in Peterborough—Advertises with Readers in Daily Press.

UNDOUBTEDLY the tendency nowadays is to cleanliness and sanitation in the matter of the display and general arrangement of foodstuffs in the grocery store. No matter where one travels, he sees many improvements which did not exist five, ten and twenty years ago. One of these improvements lies in the direction of the conservation of goods so that they can be easily and quickly got at while the customer stands at the other side of the counter.

Ten years ago James R. Bell opened a grocery store in Peterborough, Ont., with not a very large stock of groceries and a meagre trade. His present store is reproduced herewith, and shows an attractive interior arrangement. In the previous store farther east on the same street he had worked up a good trade, but since his removal into the present one he states that business has greatly increased. And well it might, judging from the appearance of the interior arrangement. He calls it "The Sanitary Grocery" and features this in all his letter and bill-heads and advertising. The receptacles for bulk goods with glass fronts are one of the features. Not only, as Mr. Bell points out, do these tender a good suggestion to every customer, but they contain the goods as well, so that it is not necessary to travel out to a barrel in the warehouse to fill the order. This is what makes bins of the character shown in the picture so valuable as a time saver.

The opposite side of this store is equipped with a biscuit show case to the rear, and to the front are boxes arranged under the shelving for fruits, such as apples, oranges and lemons and all kinds of vegetables. The benefit of all this is the wide range of lines which are open to the view of any and every customer who enters the establishment. To the right of the counter shown in the illustration and to the rear, will be observed a separate provision counter and silent salesman combined. The ice compartment is in the centre, the right-hand apartment being for the cooked and smoked meats and the left for butter. This refrigerator has been the means of greatly increasing the sales of meats in the Bell store.

The metal ceiling tends further to the idea of a sanitary store, and at night the inverted lights shining against the white ceiling send home the idea of cleanliness.

Mr. Bell is a thorough believer in "readers" from the newspaper standpoint, and every day there is to be seen a pithy little bit of news among the "locals" telling about some particular line he has to sell. "You bet they pay," is the way he describes them.

CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED

JOHN BAYNE MACLEAN, President.

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PUBLISHED EVERY FRIDAY.

TORONTO, NOVEMBER 20, 1914

Agitation Against Big Accounts

IN a letter from a retail grocer the suggestion is made that a universal propaganda be instituted among retail grocers with the idea of curtailing credits. The suggestion of this merchant is that everybody devise some method whereby all accounts must be paid within thirty days.

At a time like the present this suggestion deserves the fullest consideration of the entire trade. His idea is that if every merchant could equip himself with a rubber stamp containing some striking and urgent, but at the same time, judicious phrase calling upon the public to settle their accounts promptly in the thirty days, great good would result by using it freely on all parcels, and accounts.

From an independent source comes to Canadian Grocer a similar suggestion. The writer of this letter is not in the retail business, but his work is such that it brings him in touch with a good many merchants in the city in which he resides. He says: "I know grocers here whose books groan with debts. Why not begin an agitation to place a limit on credits? It seems to me the present is a good time to begin such a campaign and to get these men to realize the fragile structure on which they are building when they allow people to run up accounts indefinitely."

Is there any reason why there should not be a campaign against big accounts? None on the surface presents itself. The only difficulty in sight is the possibility that if such an agitation were established, we would not have concerted action. One dealer may come to the conclusion that if he insists on every book debt being cleared up within the 30 days his competitor will get the better of him. This, however, should not deter a man from making a resolution that there must be a limit to the length of time an account is allowed to run. If he determines on this course, as he undoubtedly should at present, few honest-intentioned customers will fail to see the justice of his case. Nine out of ten who would resent such an action are likely anyway to be undesirable.

So let us see a general agitation among the trade to put a time limit and if necessary a money limit on every credit customer. Let us seek an end to this wholesale loss through bad book debts and when that time arrives we will witness a brighter dawn for the grocery trade than has ever before been experienced.

Ignorance of the Housewives

THAT ignorance on the part of housewives is responsible in a large measure for the high cost of living, is the opinion of Mayor Mitchel's Food Supply Commission, of New York City, of which George W. Perkins is Chairman. Working girls and those reared in the homes of the well-to-do are equally at fault, according to the report.

Young women employed in offices, stores and factories, before their marriage, have little or no practical training in the art of housekeeping, the committee finds. The same is true, it is held, of the daughters of prosperous families, where the mistaken notion prevails that it is not necessary for them to learn housekeeping.

The committee contends that extravagance and waste in households, headed by women not trained for home-making, leads to large and unnecessary drains upon the city's food supply.

This will be somewhat galling news to our householders' leagues, the fair members of which have been believing that the retail grocer was responsible for all the trouble.

The Retailer a Necessary Link

IT is quite refreshing to be told by a daily paper such as the Toronto Globe that the retailer and wholesaler are necessary for the distribution of fruit, in view of the many intimations we have had from time to time in this and in other influential journals that the producer and consumer should be closer together. In an editorial in its issue of Nov. 14, The Globe says:

> "Whether the grower packs his own apples, or sells them to a packer, or hands them over to a co-operative association, the wholesaler and the retailer we shall always have with us, doing the bulk of the trade, for reasons that are too familiar to need expatiation and reiteration."

As D. W. Clark points out in his address before

the Fruit and Vegetable Growers' Association, and which is printed in this issue, the retail dealer with fruit displays that catch the eye of the public is absolutely necessary for the distribution of the maximum amount of fruit. He asks the growers to picture for themselves what would happen if the retailer remained out of the distribution for one year, and answers the question by stating that the fruit sales that year would be exceedingly meagre. Mr. Clark also affirmed that in the best interests of the fruit and vegetable business these goods should be handled through the commission merchant.

If the retailer is necessary in order to secure the maximum sales of fruit, then it is the duty of the growers and merchants to get together and perfect the distribution arrangements as far as possible. Secretary Hodgetts is to be commended for his interests in the matter by inviting Mr. Clark to give the address to the growers. This talk and the subsequent discussion will go far towards a better understanding between the two important bodies and if it is followed up, as it likely will be, we have every reason to expect a great improvement in the fruit and vegetable business all round.

The Potato Embargo

THE fact that the American potato market has again been thrown open to Canadian growers, permitting the resumption of shipments from the Maritime provinces to the New England States has had an immediate effect on the situation on this side of the line. Coming at a time when the frost begins to make the movement of potatoes in Canada somewhat hazardous, the change in attitude with regard to the embargo opens a new source of demand and prices have immediately stiffened. In Toronto an advance of 5c a bag early in the week was followed by another similar advance before the end of the week; these advances applied to both Ontario and Deleware tubers.

The embargo was imposed by the American Government in December of last year because of a powdery scab noted in some parts of Canada. A similar embargo was also placed upon the movement of potatoes from the State of Maine. Later there were modifications made with regard to the Maine potatoes and the Dominion Government has been negotiating to have these same concessions made in favor of Canadian supplies over the border. This has now been done.

The Retailer Being Recognized

WHEN the Government established its apple publicity campaign, and the Canadian Manufacturers' Association its Made-in-Canada propaganda nothing was done to enlist the co-operation of the retailer. There is ample evidence that the two campaigns have suffered materially from the lack of that co-operation. Ignoring the retailer is not good business policy in the present age, and it is to be hoped that in future the counsels of the man who comes face to face with the ultimate consumer will be more in demand.

There are several indications that we shall see an improvement in this respect. The fact that the Ontario Fruit and Vegetable Growers' Association invited a retailer for the first time in history to give an address on the topic of fruit distribution from the retailer's standpoint, is significant.

Again, the Canadian Home Market Association which is also establishing a Made-in-Canada publicity campaign, is going to make a strong appeal for the interest of the retail merchant. The climax of the work of this organization will be reached probably some time in February when it will culminate in a demonstration covering three weeks. The main features of this demonstration will be a special co-operative advertising campaign, a special window and store display campaign, special supplementary general advertising by individual retail merchants.

As the money to be spent on this campaign under the supervision of the Canadian Home Market is almost in the six-figure column, its importance is evident. With these facts in view it is highly gratifying to know that the men behind the movement recognize the importance of the retailer. It is only right and proper that the advice and assistance of the man who is more interested in the success of any such campaign than any other, should be secured from the very first.

Editorial Notes

THE MAN who thinks it first is not so great as the man who does it first.

* * *

GOOD SERVICE consists of doing the right things and omitting the wrong ones.

* * *

FROM THE REPLIES received from dealers there is no reason to doubt that it is "Business as Usual" with Canadian Grocer's readers.

* * *

PEOPLE WHO want cheap apples can no doubt buy them, but they must expect to pay more for the quality brand—and yet they are kicking.

* * *

THE PEDLAR'S license is really the duty in favor of the home retailer and that duty, as in the case of Canada's customs, should be rigidly enforced.

* * *

IF GERMANY should pawn the watch on the Rhine, how would the Kaiser get to Paris in time for that "bang-up" dinner he has promised his generals.

* * *

'TIS SAID THAT it is more blessed to give than to receive. If such be the case every dealer should give part of his time to the work of placing the trade on a higher plane.

* * *

A NEW YORK man says that the ignorance on the part of the housewives is chiefly responsible for the high cost of living. He should secure police protection right away.

* * *

WHO WOULD ever have thought that the foot-and-mouth disease that is attacking United States cattle would have any effect on the importations of glass from that country. Hay and straw are among the lines included in the Canadian quarantine regulations and these are used for the packing of glass.

Sugar Consumption in Canada on the Increase

Figures of Considerable Interest, Showing Imports for the Past 16 Years Under Both the General and Preferential Tariffs — Countries of Origin Also Given.

SUGAR is undoubtedly becoming a more and more popular article of food in Canada as the years go by. The figures showing the amount of sugar that has entered Canadian ports for home consumption during the past sixteen years demonstrate this and they also indicate the importance of the retail trade through whose stores these enormous amounts have been passing.

It will be seen from Table No. 1 that the total quantity of sugar, raw and refined, imported into the country during the fiscal year ending March 31, 1914, was 703,957,148 pounds. The year previous the figures were 640,197,946 pounds, the increase in the twelvemonth being more than 63,000,000 pounds. This, it should be remembered, only refers to the imports and to this must be added the sugar made from domestic beets—which are not aavilable—in order to obtain the total consumption. Sixteen years ago, in 1899, the total imports were only 265,823,389 tons, which shows that they have almost trebled since that time.

There is another significant thing to be seen from the array of figures in Table No. 1. That is that the imports of refined sugar have been gradually on the decline since 1910. During that year there were 35,484,778 pounds, whereas last year they were only 9,620,648 pounds. On the other hand, the imports of raws have increased in the same period from 462,303,703 pounds in 1910 to 694,336,500 pounds in the last fiscal year.

COMPARATIVE STATEMENT SIXTEEN YEARS, 1899-1914.

Year.	General Tariff Lbs.	Preferential Tariff Lbs.	Surtax Tariff Lbs.	Special Tariff 135A. Lbs.	Above 16 D.S. and all Refined Lbs.	Not above 16 D.S. Lbs.	Total. Lbs.
1899.....(12 mos. June 30).....	237,661,810	28,161,579	.....	.....	32,809,412	233,013,977	265,823,389
1900..... " "	286,363,050	18,297,398	.....	.....	37,038,841	267,523,607	304,660,448
1901..... " "	304,015,962	32,678,871	.....	.....	37,514,922	299,179,911	336,694,833
1902..... " "	326,824,196	43,251,251	.....	.....	51,379,428	318,696,019	370,075,447
1903..... " "	288,150,338	100,091,559	128,935	.....	26,672,033	361,698,799	388,370,832
1904..... " "	100,128,451	290,414,865	1,344	.....	23,734,365	366,810,295	390,544,660
1905..... " "	71,740,809	274,863,036	148,753	.....	19,517,812	327,234,786	346,752,598
1906..... " "	77,919,591	371,042,486	446	.....	28,532,913	420,429,610	448,962,523
1907.....(9 mos. Mar. 31).....	27,016,234	283,941,781	3,784	.....	26,294,767	284,667,032	310,961,799
1908.....(12 mos. Mar. 31).....	51,867,068	393,584,054	.....	22,056,516	32,945,709	434,561,929	467,507,638
1909..... " "	51,158,971	392,802,583	.....	37,579,086	28,115,512	453,425,128	481,540,640
1910..... " "	100,633,638	343,932,936	.....	53,221,907	35,484,778	462,303,703	497,788,481
1911..... " "	97,590,946	390,589,876	.....	85,927,342	31,043,174	543,064,990	574,108,164
1912..... " "	148,804,549	376,831,681	.....	60,165,262	23,996,992	562,804,500	585,801,492
1913..... " "	304,888,835	295,960,259	.....	39,348,852	19,996,511	620,201,435	640,197,946
1914..... " "	412,324,956	255,684,002	.....	35,948,190	9,620,648	694,336,500	703,957,148

Table No. 1.—This table shows total sugar imported during 16 years under the various tariffs, and imports of refined and raws in same period.

The origin of the sugar we consume is shown in Table No. 2. From British Guiana in South America there came the last year 143,693,576 pounds, which constitutes the record. From the British West Indies and the Fiji Islands came over 100,000,000 pounds, making a total of 250,386,026 pounds under the preferential tariff. But from Cuba under the general tariff we received no less than 119,014,741 pounds of raw sugar the last fiscal year, and from San Domingo, another West India Island) the figures on raws were 133,448,719 pounds. The totals under the general tariff, it will be seen, were higher than under the preferential, the figures being 408,264,115 pounds, which shows that we do not depend on British possessions for the bulk of our raw sugar.

In the case of refined, however, we receive more under the preferential tariff than under the general by about a million and a half pounds.

	General Tariff Lbs.
Cuba	20,386,026
Dutch Guiana	1,829,056
Peru	901,340
San Domingo	12,831,768
Total	35,948,190

This table represents amount of raw sugar brought in under the Refiners' Privilege Clause in the Customs Tariff. This must be imported to be refined in Canada to extent of quantity refined during fiscal year ending March 31, 1913, by refiners from sugar produced in Canada.

NATIONAL RAILWAY ASSOCIATION

Toronto, Nov. 19.—At Osgoode Hall last week Mr. Justice Britton ordered the winding up of the National Railway Association. The company was formed in August, 1911, with a capital of $40,000, which was increased in 1912 to $5,000,000. G. T. Clarkson is to be liquidator, with a reference to the master in chambers.

The shareholders, of which there are 6,000, are employees of railways and owe over $260,000 on the stock subscribed for by them. A statement of liabilities and assets at the end of October shows liabilities of $61,400 and assets of $426,595.57, of which $269.963 is due on capital stock.

Above 16 D.S. and all Refined.	General Tariff. Lbs.	Preferential Tariff Lbs.	Total Tariff Lbs.	Not above 16 D.S. (Raws).	General Tariff Lbs.	Preferential Tariff Lbs.	Total Tariff Lbs.
United Kingdom	395,582	5,461,377	5,856,959	British Guiana	.....	143,693,576	143,693,576
British West Indies	280	98,430	98,710	British W. Indies.....	188,873	95,150,119	95,338,992
Hong Kong	3,564,476	.....	3,564,476	Fiji Islands	.....	11,280,500	11,280,500
Newfoundland and Labrador....	2,174	.....	2,174	Cuba 119,014,741		.....	119,014,741
Austria-Hungary	9,641	.....	9,641	Danish W. Indies.....	12,290,330	.....	12,290,330
China	9,187	.....	9,187	Dutch East Indies.....	33,863,367	.....	33,863,367
France	2,756	.....	2,756	Dutch Guiana	9,132,592	.....	9,132,592
Hawaii	100	.....	100	Germany	45,743,751	.....	45,743,751
Japan	40	.....	40	Guatemala	2,090,380	.....	2,090,380
Miquelon and St. Pierre	135	.....	135	Peru	34,747,160	.....	34,747,160
United States	76,470	.....	76,470	San Domingo 133,448,719		.....	133,448,719
				United States	17,744,202	.....	17,744,202
Total lbs.	4,060,841	5,559,807	9,620,648	Total lbs. 408,264,115		250,124,195	658,388,310

Table No. 2.—This shows total imports of refined and raws during last fiscal year under both the General and Preferential tariffs, and countries of origin.

Sugar Refiners Reply to Lower Price Agitation

It is Pointed Out That While Prices Are Now Higher Than Those of New York, a Comparison Cannot be Made on Account of the War Tax and the Fact That the Policy in Canada Has Been to Sell in Accordance With the Buying Basis of Raws.

SUGAR continues in the limelight as one of the most active performers in the grocery market. Of late what has been lacking in interest in price changes and buying has been made up by the attitude of the public in criticism of the prices now being charged. The fact that while the price in New York for refined is $4.90, the Canadian basis is $6.75, has not failed to attract considerable attention—much more attention, it might be remarked, than the fact that during the month of August there was a difference of about 3c the pound in the other direction.

Such a situation as now exists must appear unsatisfactory to the general public, and is, therefore, unsatisfactory to the retailer for the reason that although he stands to make no more profit, and is probably losing on account of small sales, his customers think that he is partly responsible for the situation. If the refiners are charging too much, then there is ground for the dissatisfaction. But there are two sides to this question as most others, and the refiners set forth that while in the States the market was followed, on the advice of the Canadian Government they merely charged the usual profit over the price of raws, with the result that at the present time in spite of the high prices they are actually getting less profit than before. The war tax should also be taken into full consideration.

What Refiners Say.

The following statement from a Canadian refiner is a reply to the agitation which has been started for lower priced sugar:

In view of the articles which have appeared in the press lately regarding the price of sugar in Canada, it may be well to clear up some misapprehensions on a subject which is too intricate for the "lay" mind, and often it must be admitted, for the expert.

The price of sugar to-day in Canada is being compared with New York prices and the deduction is drawn that the refiner here is making a larger profit.

As a matter of fact, the conditions here can be more fairly compared with those in the United Kingdom.

The price fixed by the British Government for granulated is 30s. per cwt.—equal to $6.52 per 100 lb., this sugar paying a duty of approximately 40c per 100 lb.

In Canada to-day the refiner is netting less than $6.25 and pays $1.37½ duty, that is, he pays to the country's revenue nearly a dollar more duty and gets a quarted of a dollar less for 100 lb. of his product. That hardly looks like an excessive profit.

The whole argument as to the Canadian refiner's profits so far as disclosed in the papers is based on the theory that he can buy sugar in New York at 2½c per lb. (As a matter of fact, the price in New York on Wednesday was 3c, not 2½c.) The Canadian refiner, whom business conditions compel to buy months ahead, in which he differs from the American refiner, is to-day using raw sugar bought some time ago, on which at to-day's price in Canada far from making an excess in profit he must suffer a very large loss indeed.

This is the real fact, and business is run on facts, not on theories.

The newspapers hardly give the refiners credit for keeping down the price earlier in the season.

From August 3rd to 21st the refiners in Canada sold sugar without advance; on 21st the Canadian Government put a war tax on sugar which automatically raised the price 70c (without benefiting the refiner—in fact, involving him in loss). No advance was made till 8th September, that is, during that whole period the Canadian consumer got his sugar at ante-war prices.

The High Prices in U. S.

Meanwhile, let us see how his fellow in the United States fared. Starting with sugar at about the same price, by the 5th of August he was paying 60c more, by the 7th, 85c more, by the 10th, $1.10 more, by the 11th $1.50 more, by the 12th $2.06 more, by the 13th $2.56 more, by the 16th $3.04.

On September 8th the Canadian refiner was selling his sugar without advance, while the Americans were then getting 2¾c per lb. more.

And what of the Englishman? During the same period he was paying from 30s. up to even 50s., 6½c to 10½c for the sugar he ate.

The Canadian consumer thus was getting, solely, mark you, owing to the Canadian refiners' action, probably the cheapest sugar in the world.

What put down the price in New York lately was the offering of German beet Sugar at sacrifice prices; the British Empire is at war and Canadian refiners neither can or would buy from enemies of the country.

For various reasons as explained, prices in Canada must be higher than in the United States—that is, part of the price we pay as a belligerent country as compared with a neutral one.

In conclusion the Canadian refiners might have made very large profits when war broke out during the period of heavy consumption of sugar, but deliberately refrained from doing so—neither are they doing so now when consumption is down to a minimum.

Will the price of sugar go down now? I will answer that in the words of the last article I saw—"Sugar has been the Joker of the grocery market; not even those best versed in market conditions have been able to prophesy what would happen next."

I venture no prophecy—I say, however, refined sugar is up in New York to-day.

TRAVELERS' NOMINATIONS.

Montreal, Nov. 19—(Special). — At the annual meeting of the Dominion Commercial Travelers' Association held in Montreal on Saturday, the following nominations of officers for election at the annual meeting on Dec. 8 were made: John E. Wright, first vice-president, being the only nominee for president, was elected by acclamation to that office, succeeding George A. Mann. Max Murdoch was re-elected treasurer in the same manner, the nominations of other officers being as follows: First vice-president, J. A. Bernier and W. J. Irving; second vice-president, M. W. Hackett and Captain George Van Felson, of Quebec; directors, J. R. Bisaillon, L. L. Paul Bernard, W. Drysdale, W. J. Joyce, J. A. Leddy, Arthur A. Markus and Geo. W. Prescott, of Toronto, five to be elected.

It was decided to forego the annual dinner this year, the suggestion being made that members should pay over the price of the ticket to the Patriotic Fund.

IF A BUSINESS MAN, HE NEEDS IT.

Editor Canadian Grocer:—

In my opinion a merchant who professes to be a business man at all cannot possibly be without Canadian Grocer.

FORD N. ROBERTS,
C. B. Hume & Co.

Arrowhead, B.C.

"Faith Cure" Suggested for the Peddling Evil

Manufacturer Sets Forth Theory That if Merchants Sold Goods Made in This Country There Would be no Street Hawkers—Do Peddlers Sell Canadian Merchandise?—Little Faith Expressed in Legislation.

THE campaign of retail merchants' associations against the professional peddler as referred to recently in Canadian Grocer has brought a letter from a Toronto manufacturing company in which the head of the sales promotion department expresses the opinion that rather than seek legislation against the hawker the retailer should sell goods made in this country. The idea is that if merchants sold Canadian goods, Canadian workmen would be fully employed and there would be no need for peddling and the inference appears to be that goods are sold from door to door because the retailer does not handle them. This writer states his belief that while regulations must be placed in the hands of the government to some extent faith should be placed in the maxim that a people that are least governed are best governed. Canadian Grocer cannot agree that the well-sounding theory outlined will solve the troubles of the retailer in this respect. Soothing syrup will do little good to the sufferer when an amputation is necessary.

The merchant has a strong and valid objection to the wholesale depredations of the professional peddler. The merchant is maintaining a store for the accommodation of the public. He gives credit to his customers when they need it. He pays taxes and does his share in the upkeep of public institutions. The professional peddler has no expenses to meet, and is under no obligations of any kind. He takes the people's money without handing back a cent of it in any form. Thus the peddler has such an unfair advantage over the local merchant that the latter is clearly entitled to every protection that the law can afford.

Not a Sound Solution.

Our correspondent is only partly right in his contention that the pushing of made-in-Canada goods would prove the solution of the peddler evil. It would undoubtedly lessen unemployment and thereby produce work for some of the men now eking out an existence by peddling goods from door to door. But it would have no effect whatever on the professional peddler. It is a well established fact that most peddlers carry a cheap line of goods not made in Canada. Most peddlers handle articles which the retail merchant would not stock; articles which can be sold only by door-to-door canvas. The professional peddler will continue to sell worthless, trashy goods to the public, no matter whether merchants were pushing made-in-Canada goods or not. Anyone who understands trade conditions will bear us out there.

It follows that the merchant is entitled to such protection as the law can give him. The correspondent declares his concurrence in the maxim that "people who are least governed are best governed;" which we conclude is an expression of his belief that the competition of peddlers can be overcome better by the solution he advances than by actual legal restriction. We desire to emphatically declare that the protection of the law is the only consideration that counts with the professional peddler.

The retailer is in exactly the same position as the manufacturer. The latter asks the retailer to support Canadian business institutions by buying goods made in this country. The retail merchant asks the people to support the interests of their community by buying from local tradesmen. It is exactly the same principle. Manufacturers think that they are entitled to protection from outside concerns. They would in many instances be forced out of business if foreign concerns were able to evade all duties and sell goods direct to the retail trade. In exactly the same way, the retailer is sorely pressed when peddlers are able to sell from door to door, offering goods at low prices because they are exempt from the expenses that the retailer has to bear.

The retailer needs the protection of the law against the peddler just as surely as the manufacturer needs the protection of legal duties against unfair foreign competition. The peddler's license is the "tariff" of the retailer. Professional peddlers are coming in without paying the "duty" or are getting in under technicalities which permit evasion of the law.

Is it any wonder that the retailer objects?

Generally speaking, we do not think we would be going too far in asserting that the retailer is really defending the interests of the public when he keeps the professional peddler out of his community. The professional peddler hawks wares that are usually of a very inferior quality. He comes around and bothers the busy housewife until she makes a purchase—usually to get rid of him. She finds, as was the case with a line of imported varnish which was recently being peddled around at 25c the can, that her purchase is worthless or next to it. She wants her money back. If the merchant has made the sale she would get it back. But the professional in-and-outer has folded his tent like the Arab and departed into the horizon.

Canadian Grocer does not desire to voice any objection to the plea that merchants should buy made-in-Canada goods. Our object is to show that the adoption of this policy can never serve as adequate protection against the peddler evil and that the merchant is entitled to every bit of legal protection that can be devised.

CONGRATULATIONS.

Editor Canadian Grocer:

I must congratulate you on the Fall Number of Canadian Grocer. It is in keeping with your previous splendid reputation of editing a splendid trade paper.

GEORGE O. WERRETT, Simcoe, Ont.

PRIZES FOR APPLE WINDOWS.

The Market and Industries Committee of the City Council of Vancouver, B. C., established an Apple Week there and with the co-operation of the retailers and wholesalers, made it a successful event. Prizes were offered the retailers for the best dressed windows in the various districts, the first being $25, the second $15 and the third $10. Department stores and others employing professional window trimmers were excluded from the competition but there was a special prize for them. The winners were:

District No. 1—First, A. & G. Grocery; second, T. F. McDowell; third, London Grocery.

District No. 2—First, T. W. Vincent; second, A. G. Page; third, Lyons' Grocery.

District No. 3—First, Arnott & Gray; second, Morrow & Dean; third, Gilsen & Browne.

The prize for the best professional window was awarded to David Spencer, Ltd., who secured the artistically designed and executed apple.

How Other Grocers Do Things



Working on Sound Basis

Referring to the business conditions in Moose Jaw, Sask., Alex. McLean, of McLean's Grocery says:

"The grocer in this part of the country got his hardest knock in 1913. The tightening of the money market caught a great many of our best grocers with a great deal too much money on their books. Up till then we were all doing business on too loose a scale, and the conditions which have prevailed since have been the means of our getting business on a more substantial basis. We are watching our credits better, and going on in a safer way. People are not throwing their money away on some useless real estate and other foolish investments but are living in a more conservative and economical way, which brings the grocer the money that rightly belongs to him.

"Business is more solid and steady and we are very optimistic and are looking forward with confidence to the very near future when the Kaiser and his military machine shall be overthrown and peace, progress and prosperity shall return to our land. We wish Canadian Grocer its full share of the same."

This is a most encouraging letter and indicates the trend of business throughout the West is towards a sound and substantial basis. Watching credits more closely will mean a good many extra thousand dollars to the cash registers of the grocers during the coming twelve months.

* * *

Kitchen Cabinet Display

A Toronto grocer has a strong practical display of canned goods, cereals and other food stuffs arranged in a kitchen cabinet after the manner in which the cabinet would be filled by the careful housewife. This shows the actual goods which the cabinet should contain, and is, therefore, a factor in producing business from the standpoint of the power of suggestion. Where a merchant handles these cabinets as well as groceries there is an excellent opportunity for a convenient and forceful window trim without expense.

This Should Sell Oysters

In a little booklet gotten out last year by Geo. O. Werrett, a Simcoe, Ont. grocer, a splendid oyster talk is given. The booklet consists chiefly of lists of goods and their prices but interspersed here and there are convincing little talks like this one on oysters. Three others were reproduced in the Fall Number of Canadian Grocer of Oct. 30. The oyster talk reads as follows:

OYSTERS.

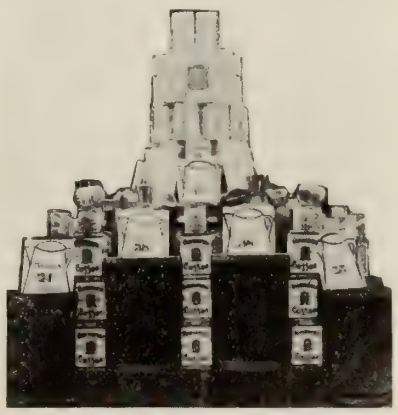
After many years pushing, talking and advertising oysters, then sending them out so fresh and good that every pint was an advertisement for us, we have attained our object. At first it was a problem. Oysters were not as good as they are now. They were not handled in as sanitary a manner, and we were unable to sell them fast enough to avoid losses, but by our persistent efforts we have managed to work up an oyster trade large enough to always supply oysters absolutely fresh. To-day we have many customers who come to us solely for their oyster supply. They know ours are fresh and of superior quality.

G. O. Werrett.

* * *

A Coffee Pyramid

In October a coffee-week was celebrated throughout the United States and from all accounts there were many fine window and other displays shown all over the country. The display illustrated here shows an individual trim in the big store of the J. B. Greenhut Co., of New York City. The photograph was scarcely large and clear enough to illustrate the exact arrangement, but it can be seen that the display was an attractive one. In the front are large cans of coffee, separated by small tins, piled one on top of the other. Liberal use has been made of coffee-pot show cards, all of which is topped by a pyramid of more small cans of coffee.



Cut showing individual interior coffee display in big New York store.

* * *

A Catchy Show Card

A western merchant whose store is located at a street car transfer point devised the following display card to take advantage of the situation, and hung it up in a prominent position outside the door:

"Your transfer good for 15 minutes. Spend it here."

The card has caught many an eye and advantage has been taken of the store being located at the corner in question. This goes to show that a strong factor in the selling of goods is suggestion.

* * *

The Ad Introduction

Under the caption "Very Fine Values Indeed," the introduction to a recent newspaper advertisement of S. G. Freeze, a Calgary, Alta. grocer, runs in this catchy and convincing manner:—

"Shouting and raving and waving our hats (in print) do not convince the level-headed majority. Most of you know this store, and know that our advertisements, calmly stated, promise less than we fulfil."

* * *

What Display Does

J. A. Hammond, a Campbellford, Ont., grocer, has a unique display of groceries arranged on a counter backed up against the shelving on one side of the store which he finds acts as a splendid silent salesman. It provides many a suggestion to the transient buyer, he claims.

The Clerks' Page

HOW TO GREET THE CUSTOMER.

Salesmanship used to be called "the art of selling a man something he doesn't need," but this is an absolute fallacy. A salesman may succeed in selling a customer something he doesn't need, but you may be sure that he will not repeat the operation. True salesmanship consists in creating a desire for goods. The ideal salesman will convince a man that the purchase of certain goods will result in benefit. The ideal salesman leaves no bad taste in the mouth of a patron. The best salesmanship motto is this: "First befriend your customer, then sell to him."

A great salesman has said: "Convince a man that you are his friend, and he will buy a white elephant from you." Friendship is a great asset in salesmanship. Every store should be a "Courtesy Shop," as this is absolutely necessary for perfect mercantile success.

A good salesman must know the goods, must know the trade, and must possess energy and vim, but unless he continually practises the plan of putting himself in the customer's place, he will fail to make a lasting success.

Knowledge is the basis of all salesmanship. Gall, aggressiveness and diplomacy may catch and hold the prospect, but real knowledge closes the order. A sterling selling talk is fruitless when combined with inability to account for the price of an item. Why waste time in working up the interest of a patron if you must finish with the acknowledgement that you cannot answer so simple a question as "But why does this one cost more than that?" If customers see that you do not know the goods you attempt to sell, they will credit you with as little knowledge in every other department of your work.

Retail selling is as much a profession as medicine or law, and there is no reason why it should not demand as thorough a preparation. Six, seven, eight years are spent by a prospective doctor before he is ready to begin, and even then he takes up his tools with hesitation.

HE WASN'T A CANADIAN.

Coming fresh from the country a youth had just procured a position in a city grocery. As he had been warned that the city folks would "josh" him because he was from the country, he was very cautions. One afternoon a girl entered the store and said:

"I should like to get some birdseed, please."

Confident that he had detected a "josher" the youth answered with a smile:

"No, you can't 'josh' me. Birds grow from eggs, not seeds."

SERMONS IN BRIEF.

The floor is not a waste-basket.

* * *

The long-winded clerk tires his customers easily.

* * *

The clerk with the smile is the salesman worth while.

* * *

Reserve arguments are necessary to overcome objections.

* * *

When the tongue is longer than the thoughts, trouble arises.

* * *

Forbid that we should judge others lest we condemn ourselves.

* * *

Confidence in the store's goods is necessary to the maximum amount of sales.

THE ENCYCLOPEDIA

THE ORIGIN OF "GROCER."

Much has been said as to the origin of various foodstuffs which the grocer handles but a fair question is what is the origin of the word "Grocer" itself?

Prior to the opening of the twelfth century, established shops for the sale and barter of commodities were little known in England. Pedlars, or chapmen, traveled from hamlet to hamlet with packs of fine cloth, jewels, wine, salt, spices, tallow and wax, but, as may be judged from their stock, the traffic of these men was confined almost entirely to the nobles of the castle and the priests of the monastery. Such necessary articles as salt and tallow were sold to the common people, but these pedlars found most of their profits in the sale of luxuries to the wealthy.

Later as pedlars became more numerous, the market was developed in town, while the fair supplied the country districts with a means to sell and exchange goods. This latter institution served the double purpose of providing a place where goods that could not be obtained in the town markets were procurable and also a wider opportunity to dispose of ordinary commodities.

The shops of that fore-runner of the Grocer, the "Pepperer" or "Spicer," were undoubtedly established in London many years previous to 1180, as a mention of a Pepperer's Guild of London is found as early as that year. These tradesmen dealt in pepper, cloves, nutmegs, mace, ginger, frankincense and other spices then brought across Europe from remote India. Spiced drinks and richly spiced foods were greatly in vogue among people of wealth, as food at that early period was coarse and not always wholesome. This guild of pepperers ceased to exist shortly after 1338, in which year a heavy loan was extorted from it by Edward II.

The earliest use of the word "Grocer" or "Groser" occurs in 1310 in the city record report of London. The term "grocer" probably originated through certain mediaeval traders who "engrossed" large quantities of merchandise. It has also been attributed to the leading merchants at that time who bought only "in gross" (en gros) or in large quantities.

The fifteenth century in England finds nearly all of the various trade formed into guilds, and these guilds were in many cases provided with full authority to rule the affairs of their occupation. The power was received either directly from the king through a special charter, or, if in London, by a delegation from the Lord Mayor. Each trade was supposed to be responsible for, and preserve, its "good name and fame."

W. C. Newton, St. Thomas, Ont., traveller for the Empire Flour Mills for seven years, has resigned and is leaving to engage in business on his own account in Detroit.

Current News

Quebec and Maritime Provinces.

Mitchell & Roe have registered as grocers in Montreal.

R. W. Howes, of Swift & Co., Chicago, spent a day or two in Montreal last week.

Armstrong & Ferguson, grocers, Newcastle, N.B., have dissolved, Wm. Ferguson continuing.

Wilfrid B. Welch, general merchant, Deer Island, N.B., is succeeded by the Leonardville Trading Co., Ltd.

A. Bailey, grocer, Cote St. Paul, Que., is building a new store near his present stand at the corner of Rielle and Galt.

J. A. Giard, who had for many years kept a grocery store on Laframboise St., in St. Hyacinthe, Que., died last week.

The employees of Rowell, Son & Co., Sherbrooke, Que., manufacturers of biscuits and confectionery, have donated the sum of $22 to the Belgian Relief Fund.

The operation of the Atlantic Sugar Refineries at St. John, N.B., is expected to commence very shortly. This was announced last week after the first annual meeting of the company held at the head office in Montreal. Owing to the fact that the company has not been in operation, no financial statement was read at the meeting. The plant at St. John has just been completed, and the company is in a position to commence operations. There were several changes in the board of directors. Hon. T. Chase Casgrain, who is now Postmaster-General, was a director last year, and Victor E. Mitchell has been appointed in his stead. W. R. Allan is off the board, Augustus S. Peabody being elected in his place, while Alexander Smith was elected in the place of the late Fleetwood H. Ward. Messrs. Peabody and Smith are members of the firm of Peabody-Houghteling, bankers, of Chicago. The board of directors is as follows:—D. Lorne McGibbon, president; F. H. Anson, vice-president and managing director; Hon. Wallace Nesbitt, Sir Thomas Tait, C. P. Beaubien, Alex. Smith, Augustus S. Peabody, S. H. Ewing, Victor E. Mitchell, H. J. Fuller and S. J. LeHuray.

Ontario.

F. H. Crosby, Bobson & Crosby, general merchants, Uxbridge, Ont., died recently.

A. Culbert, a Hamilton, Ont., grocer, died last week.

Jos. Barron, grocer, Toronto, has sold to J. J. Hamilton.

W. S. Moulds, grocer, Toronto, is succeeded by Lilian Fligg.

W. H. Peppler, grocer, Listowel, Ont., has sold to Peter Deppel.

The Civil Service Co-operative Association has been opened in Ottawa, Ont.

J. A. Torrance, grocer and butcher, Hamilton, Ont., is succeeded by Gibbons & Yellowlees.

The Hamilton Retail Grocers' Association have under consideration the task of the revision of their constitution.

Chamandy Bros., general merchants, Cobalt and Haileybury, Ont., have sold their Haileybury branch to Alice & Ferris.

J. H. Richards, of Havelock, Ont., has purchased C. W. Coon's general store business at Trent River, and has taken possession.

George O'Sullivan, a Campbellford, Ont., grocer, has returned home from Montreal, where he has spent his honeymoon. Canadian Grocer wishes him a prosperous married life.

W. J. Baker, who was formerly with the American Kellogg people in Toronto, has joined the staff of the Canadian Cereal and Flour Mills Co. as sales and promotion manager. W. T. Jamieson is the manager of the company.



E. L. CLEVERLY,
Who was recently elected secretary of the Grocers' Section, R.M.A., Toronto Branch.

The grocers and butchers of Windsor, Ont., are considering the question of a general delivery system. W. D. Hawthorn, secretary of the Grocers' and Butchers' Section of the R. M. A. there would be pleased to hear from any towns where general delivery is being operated successfully.

The suggestion is made by a member of the Toronto Grocers' Section of the Retail Merchants' Association that a corps of the Home Guards be organized in the section. He points out, now that the grocers have assembled in good strength this could be readily accomplished. There is some talk of the Butchers' branch organizing a Home Guard section.

Prior to his departure from Peterborough, Ont., for St. John, N.B., N. C. Cameron, who has been secretary of the Peterborough branch of the Retail Merchants' Association for some time, was presented with a purse of gold by the association there. A special meeting of the executive of the R. M. A. there was held on Friday evening last, at which the gift was tendered, and at which several speeches eulogistic of the work of Mr. Cameron were made. Particular reference was made to the fight he put up during his tenure of office against transients who attempted to do business in that city without paying the necessary license. For some weeks past he has been engaged in organization work in St. John, and has been appointed Provincial Secretary, with headquarters in that city.

Western Canada.

J. L. Barbour, grocer, Balmoral, Man., has sold to Waterer & Dyer.

R. R. Evans, grocer, Winnipeg, is succeeded by Booth & Bristow.

H. D. Smith, general merchant, Wawanesa, Man., is succeeded by Smith & Morton.

The H. A. Manwaring Co., general merchants, Solsgirth, Man., sustained a fire loss recently; insured.

Stock and fixtures of the general store of the estate of W. H. Hunter, Rounthwaite, Man., have been sold to J. L. Brown.

Sugar and Tea Continue as Leading Features

In Regard to Both Markets, Situation is so Unsettled That the Future Presents a Puzzle Which is Perplexing the Trade—Dried Fruits Are Generally Firm, and New Arrivals Have Not Materially Altered Prices.

Office of Publication, Toronto, Nov. 19.

SUGAR and tea continue as the perplexing features of the market—so perplexing in fact that speculation as to the future is nothing more than guesswork. While the tendency for sugar would naturally be downward under the existing conditions, there is a question as to when the reductions can be looked for. Refiners claim that they are entitled to present prices while high-price raws last—in fact they are losing money at the present market—and the demand is so slow that these stocks may last some time. However, there may be pressure which will result in quicker action being taken.

Refiners make a statement that:

"The Government called us together, and asked for full details regarding the stocks of raws we had in hand. They did not say that we were not to advance prices, but they intimated that we had better not; so we kept them down as long as we could on that account. England was doing its best to control sugar prices, and Sir George Foster was trying to do the same here, though in a milder way. As long as we were in possession of low-priced raws we kept the price down. Sir George Foster agreed that we could raise our prices as soon as we were compelled to go into the market for high-priced raws, and he approves of the present prices we are charging."

New York sugar is a trifle firmer and there are forecasts that the market will soon advance further. English importers are buying at present prices on speculation despite the embargo.

Tea is a trifle easier in England this week and advices state that shipments to the Continent have been stopped—whatever this may mean. Offerings were a trifle heavier. On the other hand there was an advance of price in India which is hard to account for considering the manner in which shipments have been held up. The English war-tax should not affect the situation here but there is the prospect of a tax being imposed in this country, this being considered by many as the probable course to be taken by the Government.

New raisins, currants and figs are in and dates will not be long delayed. Prices have changed but not materially, owing to the fact that adjustments had been pretty well made to the new basis. General situation for dried fruits indicates a firm market until Christmas at least.

Flour market continues very dull with export bids out of line and domestic demand weak. Mills are beginning to close down. Mill-feeds are firmer and may be used as a level in selling flour.

Removal of embargo against Canadian potatoes by the United States has evidently helped Canadian growers for an advance of 10c a bag has taken place. Apples continue fairly firm and some varieties such as McIntosh Reds and Snows have advanced.

Fresh fish has about disappeared from the markets and frozen stocks are plentiful.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—
- Cold weather stimulates rolled oats.
- Flour still quiet.
- Feed business much better.

PRODUCE AND PROVISIONS—
- Exporting butter to U.S.
- New laid eggs bring 42c.
- Turkey market collapses.

FISH AND OYSTERS—
- Much fresh fish off market.
- Lobster season opens.
- Halibut a cent cheaper.
- Advent trade about due.

FRUITS AND VEGETABLES—
- Celery tending up.
- Spinach costing more.
- Tomatoes cheaper.
- Apples still dear.

GENERAL GROCERIES—
- Cheap Japan tea scarce.
- Date shipments arrive.
- Fig prices withdrawn in New York.
- Bean market firmer.
- Filberts scarce.

ONTARIO MARKETS.

FLOUR AND CEREALS—
- Flour demand very quiet.
- Bran and feed flour up.
- Mills are closing down.

PRODUCE AND PROVISIONS—
- Backs and cooked hams easier.
- Fresh eggs up 3 to 5c.
- Butter and cheese markets quiet.
- Poultry embargo removed.

FISH AND OYSTERS—
- About last week for fresh oysters.
- Halibut a cetn cheaper.
- Oysters in good demand.

FRUIT AND VEGETABLES—
- Potatoes advance 5 to 10c.
- McIntosh Reds and Snows dearer.
- Oranges dearer, awaiting new navels.

GENERAL GROCERIES—
- Tea a little easier in London.
- Sugar demand remarkably dull.
- Readjustments in quotations for spices.
- New fruits at about same prices.

QUEBEC MARKETS.

Montreal, Nov. 19.—There is evidence of activity in certain markets, but in many cases quietness is evident. Here and there one sees evidence that supplies in consumers' hands are breaking down, or that wholesalers are beginning to buy in larger quantities. This is seen in the tea market, where considerable buying has taken place during past week or two, especially of cheap Japans. Business in India and Ceylon teas is not so brisk, partly because the market is liable to weaken in a few weeks, and partly because little is to be had.

A little easiness is noticed in feeds, and more business is being done now that winter draws on. This will eventually mean a bigger demand for flour. The cold weather has also had a good effect on rolled oats and other cereals, although a mild spell early this week effectually stopped business for a while. It goes to show how careful buyers are, and how little they are inclined to take chances. Owing to high prices of sugar, the same feeling is in evidence there, buyers being afraid that a drop may take place at any time.

Minor changes are: Canned pumpkins, 3 lb., 90 to 92½, and advance of 5c per doz.; camphor is down to 75c lb., a decline of 50c; canary seed has arrived from the Balkan States, quoted 8c to 9c; cottonseed oil is now 85c to $1 per gal., a decline of 15c per gal.; Lima beans have declined ½c., and are now 8c to 8½c.

Grocers will do well to note that perishable goods are now being shipped from Montreal by express instead of by

freight. Complaints are received every year on this head, but wholesalers prefer not to run risk of goods being ruined.

SUGAR.—Refiners have been coming in for considerable criticism from the daily newspapers, attention being drawn to the high price of sugar here compared with New York. The refiners replied more or less convincingly, but in a manner so as not to start a heated controversy. One of the refiners informed Canadian Grocer that at present price they are making sugar at a loss, and the loss would be larger if a further reduction took place. He admitted that circumstances might present themselves which would compel them to drop their price again, but at present there was nothing like that in sight. On the other hand, something might happen to send market up again, say, if England started buying sugar again on a large scale. At present big orders being placed by France for refined in New York is keeping price for sugar in Canada up.

The tendency of the market here is down rather than up, the refiners admit, but they do not see a change just now. This state of things has resulted in a lull in business. Everybody is buying hand to mouth, and putting it off to the last minute. A firm running out of sugar to-day delays purchasing until to-morrow. Refiners are not doing half the business they did at same period in 1913. In a way this is keeping the price up, for refiners state that prices cannot be dropped until they have used up their supply of expensive raws. The bigger the demand, the sooner will they be used up.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	6 75
20 lb. bags	6 85
2 and 5-lb. cartons	7 05
Yellow Sugars—	
No. 3	6 60
No. 1	6 35
Extra Ground Sugars—	
Barrels	7 15
50 lb. boxes	7 35
25 lb. boxes	7 55
Powdered Sugars—	
Barrels	6 95
50 lb. boxes	7 15
25 lb. boxes	7 35
Paris Lumps—	
100 lb. boxes	7 20
50 lb. boxes	7 30
25 lb. boxes	7 50
Crystal Diamonds—	
Barrels	7 40
100 lb. boxes	7 50
50 lb. boxes	7 60
25 lb. boxes	7 80
Cartons and half cartons	8 75
Crystal Dominoes, cartons	8 85

DRIED FRUITS.—While markets are firmer for certain lines owing to unusual circumstances, there is a feeling that there is a weak undertone, and that lower prices will prevail in the near future. A local broker remarked this week that he would not buy at present prices for delivery in January. Another said that, like gifts, dried fruits usually depreciated in value after Christmas. The situation in raisins seems to be that dealers have bought too carefully, with the idea that prices would be cheaper, and are now scrambling to secure supplies for Christmas. Against this, New York is cutting prices on Malaga raisins ½c per package.

The s.s. Seistan reached New York last Monday with a shipment of dates. Since these were shipped, however, war has broken out, and the natives in Arabia are more interested in shooting bullets than in shooting dates over to this market. An advance on Fard dates is not unlikely, as shipments will be light from now on. Prices are said to have advanced 30 per cent. in the primary market.

Jobbers have withdrawn all prices on figs in New York for the present. In a week it is hoped they will know what supplies they may expect from Smyrna. Currants are firm and unchanged. Citrons and peels are on a lower basis, and prices are being cut ½c lb. by jobbers. There is a stronger feeling on spot prunes, and prices on new crop, now due, have been advanced.

EVAPORATED FRUITS.	Per lb.	
Apples, 50-lb. boxes	0 06½	0 07
Nectarines, choice	....	0 11
Peaches, choice	....	0 09½
Pears, choice	....	0 13
Apricots	....	0 15
DRIED FRUITS.		
Candied Peels—		
Citron	....	0 18
Lemon	....	0 11¾
Orange	....	0 11¾
Currants—		
Amalias, loose	0 07½	....
Amalias, 1-lb. pkgs.	0 08	0 08¼
Filiatras, fine, loose, new	....	0 07¼
Filiatras, packages, new	....	0 08
Dates—		
Dromedary, package stock, per pkg.	0 10	0 13½
Fards, choicest	0 11	0 14½
Hallowee, loose	0 06	....
Hallowee, 1-lb. pkgs.	0 07½	0 08
Prunes—		
30 to 40, in 25 lb. boxes, faced	....	0 14
40 to 50, in 25-lb. boxes, faced	....	0 13
50 to 60, in 25-lb. boxes, faced	....	0 12
60 to 70, in 25-lb. boxes, faced	....	0 11½
70 to 80, in 25-lb. boxes, faced	....	0 10½
80 to 90, in 25-lb. boxes, faced	....	0 10
90 to 100, in 25-lb. boxes, faced	....	0 09½
Raisins—		
Malaga table, box of 22 lbs., 3-crown cluster, $2.60; 5-crown cluster	....	3 60
Muscatels, loose, 3 crown, lb.	....	0 08¼
Sultana, loose	....	0 12
Valencia, new	0 07½	0 08¼
Seeded, fancy	....	0 10
Seeded, choice	....	0 09½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

TEAS.—There seems to have been a brisk demand for low-grade Japans, selling at 16½c, and some big business has been done during past few weeks at this figure. Supplies at this price are now hard to secure. The market for gunpowders has improved considerably, and a big demand is being felt.

The disposal of the Emden has not disposed of the high prices of tea. It will take some time for the effects of that naval victory to be felt in Montreal. Teas of all grades, and especially Japans, are very scarce, and distributers are feeling the pinch every day owing to small stocks.

However, it would not be surprising to see black teas somewhat cheaper as soon as the accumulated stocks in India and Ceylon have been started moving. In the meantime, if the shortage becomes more acute, higher prices are not improbable.

In the London market, Pekoe Souchongs, a common grade, is being quoted at 9½d. to 10d., which is the lowest priced Indian tea on the market, and usually sells as low as 7d. A similar grade of Ceylons is quoted at 9¼d. This gives an idea of the state of the tea market in England. The small quantities coming through have been totally inadequate. The prices above quoted are an advance of ¾d. to 1d.

RICE.—There has been no change for several weeks, and none is expected for the present. Demand is steady, and business fair.

	Per cwt.
Rangoon Rices—	
Rangoon "B"	3 50
"C.C."	3 40
India bright	3 65
Lustre	3 75
Polished	5 25
Pearl	5 35
Fancy Rices—	Per cwt.
Imperial Glace	5 65
Sparkle	5 85
Crystal	5 85
Ice drips	6 20
Snow	6 05
Carolina head	7 85

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

	Per lb.	
Imported Patna—		
Bags, 224 lbs.	0 06	0 06½
Half bags, 112 lbs.	0 05¾	0 06
Quarter bags, 56 lbs.	0 05⅞	0 06⅛
Velvet head Carolina	0 09½	0 10½
Sago, brown	0 06	0 06½
Tapioca—		
Pearl, lb.	0 05¼	0 06
Seed, lb.	0 05¼	0 06

MOLASSES.—This is between seasons for molasses. However, the market continues firm, with usual demand.

Barbadoes Molasses	Prices for Island of Fancy.	Montreal. Choice.
Puncheons	.38	.36
Barrels	.41	.39
Half barrels	.43	.42

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls.	0 04¼
Pails, 35½ lbs., $1.95; 25 lbs.	1 46
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Maple Syrups—	
Pure, per 8½ lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00
Maple sugar, pure, per lb.	0 10 0 11

COFFEE.—Market is lifeless, and has been for several weeks. A distinct weakness has been in evidence for some time, and there are prospects of still lower prices before long.

Coffee Roasted—		
Bogotas	0 26	0 30
Jamaica	0 23	0 25
Java	0 33	0 35
Maricaibo	0 23	0 27
Mexican	0 27	0 30
Mocha	0 30	0 33
Rio	0 18	0 20
Santos	0 21	0 22
Chicory, per lb.	0 10	0 12

NUTS.—Good supplies arrived here last week on s.s. Jacona, and should now be in retailers' hands. In New York, spot Tarragonas are scarce, and have been advanced ¼c. lb. French soft shells and molarettes are also slightly firmer. Tarragonas are scarce owing to the fact that a steamer about to leave Spain was disabled and detained. She should be here late in November. Further supplies of No. 1 Naples walnuts are due, and spot stocks are low. Mayette Grenobles are also due, and Marbots and Cornes should be in next week. Sicily filberts are scarce and market firm. Brazil prices are being cut; same applies to mixed nuts. Pili nuts are on the bargain counter. One and two-crown Pecans are plentiful, but not three and four crowns.

Fratelli Jung, very large shippers, of Palermo, Sicily, writing to their agents here, The Robert Crooks Co., state that the demand for filberts from America has not been good, but business with Germany is active. Anxiety over the possibility of Italy being drawn into the conflict affected the market considerably. Now that this seems unlikely, things are improving much. Growers in the interior believe that consequences of possible war are being exploited to bring pressure to bear on them. They believe, however, that they have nothing to lose by waiting, and this is keeping supplies of filberts back.

Grenobles, new	0 15½	0 16½
Tarragonas, new	0 18	0 19
Marbots, new	0 12½	0 13½
Shelled walnuts, new, per lb.	0 35	0 40
Shelled almonds, 28-lb. boxes, per lb.	....	0 45
Scicily filberts	0 12	0 13
Pecans, large	....	0 18
Almonds	0 21	0 22
Walnuts, Grenoble	0 21	0 22
Brazils, new	....	0 15
Peanuts, No. 1, 12½c No. 2	....	0 09¾
Peanuts, No. 3	....	0 08¾
Canadian chestnuts	....	0 12

SPICES.—There is little demand for cream of tartar. People seem to be getting on without it. All lines of spices are firm, with no changes.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins. dozen.
Allspice	0 14—0 18	0 60—0 70	0 70—0 80
Cassia	0 22—0 25	0 72—0 90	0 80—0 90
Cayenne pepper	0 30—0 35	1 02—1 15	1 10—1 25
Cloves	0 35—0 40	1 15—1 30	1 25—1 40
Cream tartar—50c.			
Ginger, Cochin	0 18—0 23	....—....	....—....
Ginger, Jamaica	0 20—0 25	0 90—1 05	0 95—1 10
Mace	0 85—1 10	....—....	....—....
Nutmegs	0 30—0 35	1 02—1 20	1 10—1 25
Pepper, black	0 20—0 25	0 80—0 90	0 90—1 00
Pepper, white	0 29—0 32	1 05—1 10	1 10—1 20
Pastry spice	0 25—0 32	0 85—1 10	0 95—1 15
Pickling spice	0 20—0 25	0 75—0 90	0 80—0 95
Turmeric	0 20—0 22	....—....	....—....

Lower prices for pails, boxes or baliers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	....	0 12
Dutch	....	0 20
Cinnamon, Ceylon, lb.	....	0 60
Mustard seed, bulk	0 18	0 22
Celery seed, bulk	0 35	0 45
Cayenne chillies	0 25	0 30
Shredded cocoanut, in pails	0 20	0 25

DRIED VEGETABLES.—The bean market has a firmer tone this week, following the discovery that several cars of choice primes, which were offered at $2.30, did not come up to standard, and were rejected. Where these orders were replaced, prices paid were $2.30 or $2.40. Hand-picked beans are bringing as high as $2.55, and considerable business is being done. Jobbers are paying $2.35 to $2.50 for peas, and these are guaranteed to be free from bugs, and are good boilers. Wholesalers are charging $2.75 to $3 for same quality; those selling around $2.60 are not up to standard. Very little business appears to be passing. Some people insist that a scarcity of peas will be felt this year.

Beans—		
Hand picked, per bushel	....	2 85
Canadian, white, per bushel	....	2 65
Yellow, per bushel	....	3 25
Yellow eyes, per bushel	....	3 25
Lima, per lb.	0 08	0 08½
Peas, Imperial green, per bushel	....	2 50
Peas, white soup, per bushel	2 60	2 75
Barley, pot, per abg	....	3 50
Barley, pearl	....	4 50

ONTARIO MARKETS.

Toronto, Nov. 19.—Business continues quiet, although there is a general feeling of satisfaction in the trade, for wholesalers have come to face the situation that a curtailment on the part of consumers must be counted upon and steps are being taken to meet this curtailment. In making adjustments, the grocery trade had the assistance of a very good demand for a short time after the war broke out. There is no serious trouble reported with regard to collections, but this is no doubt partly due to the fact that for a number of months jobbers have been watching their accounts very closely, and since the opening of the campaign this policy has been followed even more closely.

Lack of demand is a feature of the sugar business at present and it is evident that where there are any stocks on hand lower prices are being awaited. The tea situation is very strong and many dealers are about cleared up on cheap stocks. General impression appears to be that the Government will place a duty on tea when further steps are taken to increase the revenue of the country.

SUGAR.—Situation has changed little during the week. Demand is unusually slow, and it is evident that in trade lower prices are being looked for. As to course of values there is as usual great room for speculation, but tendency would certainly be downward on present market. The spread of price between Canada and States is large but it should be remembered that Canada is paying a war tax and it should also be taken into consideration that New York is a spot market where refiners buy from day to day, and that in Canada refiners have to arrange for their own supplies. When England began to bid up sugar Canada had to buy to assure a supply and it is these high price raws which the refiners now claim to be grinding. The point is that the demand is so limited that it may take considerable period to use up present stocks: whether refiners will endeavor to hold market until this is accomplished remains to be seen. During the week New York market has become a trifle firmer. Present low prices are not likely to last long. Although England has an embargo against importations, importers there are buying on the present basis on speculation, as they evidently can see nothing but that market will have to advance. Should England take off the embargo and get back into the buying circle, then there would at once be a change. Some sugar authorities figure that high point of last flurry in the States will likely be reached again before a great length of time.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 81
20 lb. bags	6 91
10 lb. bags	6 96
2 and 5-lb. cartons	7 10
Nova Scotia refined, 100-lb. bags	6 71
Extra Ground Sugars—	
Barrels	7 21
50 lb. boxes	7 41
25 lb. boxes	7 61
Powdered Sugars—	
Barrels	7 01
50 lb. boxes	7 21
25 lb. boxes	7 41
Crystal Diamonds—	
Barrels	7 56
100 lb. boxes	7 56
50 lb. boxes	7 66
Paris Lumps—	
100 lb. boxes	7 56
50 lb. boxes	7 66
25 lb. boxes	7 86
Cartons (20 to case)	8 11
Cartons (50 to case)	8 61
Crystal Dominoes, cartons	8 71
Yellow Sugars—	
No. 1	6 41

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

TEA.—Of late the tea market has become so unsettled that looking to the future is merely guesswork and some of the big dealers are inclined to take things as they come, rather than to endeavor to foresee developments. Stocks to-day in Canada are very low, and the same is true in England; prices are high and even in Colombo where it would naturally be expected that high prices would decline, there has been a recent increase which may be the result of the sinking of the Emden. On one hand there would appear to be no reason today why teas should not be cheap—outside of the factor of transportation—they have soared to new heights. The weekly sale in London this week showed an easier tone and increased offerings. Lower prices were no doubt due to prospects of further arrivals from India. Advices state that no shipments were made to the Continent but there is no explanation of what this means. Slightly reduced prices should feature the London sales for the next couple of weeks. There is much talk about a war tax on tea and while some dealers point out that it would be a hardship on poor people, the consensus of opinion seems to be that the Government will take this course to raise funds—in fact, there was some surprise that this had not already been done.

DRIED FRUIT.—With the exception of evaporated apples the dried fruit market is generally firm, a marked changed from what it was a few weeks ago. The action of Turkey in getting into the war and the cutting off of supplies of raisins and figs together with a war demand in California, have been the chief factors. There are now supplies of new currants and raisins and also figs, while there will be dates about the end of month. Prices are little changed from fact that market has been pretty well adjusted to the new crop conditions and the general firmness prevent a shading off as might have been expected. Raisins are particularly strong and with most other fruits are expected to remain so until end of year at least. California prunes have advanced about half cent during past three weeks and apricots are also strong. A demand for supplies from both England and Germany is reported as being the reason.

Apricots—		
4/90 0 90 0		
Apples, evaporated, per lb.		
Standard, 25 lb. boxes	0 11½	0 14
Choice, 25 lb. boxes	0 14	0 15½
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lb.	0 07½	0 08
Amalas, choicest, per lb.	0 07½	0 08
Patras, per lb.	0 08	0 08½
Vostizzas, choice	0 09½	0 10
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09	0 09½
Fards, choicest, 60-lb. boxes	0 08½	0 09
Package dates	0 07½	0 09
Hallowees	0 06	0 06½
Prunes—		
30-40s, California, 25 lb. boxes	0 13½	0 14½
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12¼
60-70s, 50 lb. boxes	0 10	0 10½
70-80s, 50 lb. boxes	0 09½	0 10
80-90s, 50 lb. boxes	0 09	0 09½
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 07	0 07½
25-lb. boxes ¼c more.		
Raisins—		
Sultana, choice, new	0 10	0 11
Sultana, fancy, new	0 12	0 14
Valencia	0 08	0 09
Seeded, fancy, 1 lb. packets	0 10	0 10½
Seeded, choice, 1 lb. packets	0 09½	0 10
Seeded, choice, 12 oz.	....	0 08½
Seedless, 16 oz. packets	0 11	0 11½
Seedless, 12 oz. packets	....	0 10

NUTS.—New arrivals are now being awaited. Some new filberts are here but as yet price has not been given to trade. Tarragona almonds will arrive before long; price will remain firm and will be high comparatively for opening. Walnuts will be later than usual and will not come through until next month. Prices will hold firm till then it is expected, but readjustments should be downward for Marbots and Bordeaux. The market is unsettled, as stocks are largely of fag ends. Particularly does this apply to shelled almonds and walnuts, both of which when available are cheaper—almonds 50c and walnuts 55c—on the prospect of new stocks being down to about 38 and 40c.

In Shell—	Per lb.	
Almonds, Tarragona	0 17½	0 20
Brazils, medium, new	0 11	0 12
Brazils, large, washed, new	0 12	0 14
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 15	0 17
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	....	0 17½
Walnuts, Bordeaux	....	0 14
Walnuts, Marbots	....	0 15
Shelled—		
Almonds	0 50	0 52
Filberts	....	0 35
Peanuts	0 10½	0 11½
Pecans	0 56	0 60
Walnuts	....	0 55

SPICES.—Price readjustments are being made in a downward direction as conditions become settled and new supplies come into sight. Peppers are still up but advance should not be for long as new shipments should not be long delayed. New stocks of cream tartar have not yet arrived but price is declining, as dealers are inclined to unload.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	....—0 10	....—0 15
Allspice, whole	....—....	....—0 15
Cassia, whole	....—....	0 21—0 26
Cassia, ground	0 14—0 16	0 21—0 26
Cinnamon, Batavia	....—....	0 36—0 40
Cloves, whole	....—....	0 28—0 33
Cloves, ground	0 18—0 22	0 28—0 35
Cream of tartar	0 25—0 35	....—0 40
Curry powder	....—....	....—0 35
Ginger, Cochin	0 14—0 17	0 20—0 23
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, whole	....—....	0 24—0 27
Ginger, African, ground	....—....	....—0 16
Mace	....—....	0 80—1 05
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....—0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins	....—....	....—0 50
Pastry spice	....—....	0 22—0 25
Peppers, black, ground	0 12—0 16	0 19—0 22
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 19—0 24	0 30—0 33
Peppers, white, whole	....—....	0 27—0 30
Pickling spice	....—....	....—0 15
Turmeric	....—....	0 18—0 20

COFFEE.—Brazilian coffees are somewhat firmer in relation to the danger of shipments from the south being interfered with and following a market which had about reached the bottom. Javas and Mochas continue firm. Volume of business is fair and is probably being helped to some extent by high position of tea.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 33	0 36
Arabian Mocha	0 33	0 36
Guatemala	....	0 32
Bucramanga	0 30	0 32
Mexican	0 30	0 32
Maracaibo	0 26	0 29
Jamaica	0 26	0 28
Santos	0 22	0 25
Rio	0 18	0 22
Chicory	....	0 14

BEANS.—Market continues firm with farmers holding for war-time prices—and getting them. Export business continues good and prospects seem good for firm conditions. Lima beans are a trifle easier, although there is no material change in prices. Peas are firm.

Beans—	Per bushel.	
Canadian, hand picked	3 00	3 10
Canadian, primes	2 90	3 00
Lima, per lb.	0 08¾	0 09
Peas, blue, Canadian, per bush.	2 90	3 00
Peas, whole, white, per bush.	2 90	3 00

RICE.—Market continues without material change and prices remain on same basis. There is a fair volume of business passing as might be expected for lines of such a staple character and comparatively high food value in relation to price.

Rice—		
Rangoon, per lb.	0 03½	0 04
Rangoon, fancy, per lb.	0 04½	0 05
Patna, per lb.	0 06½	0 08
Japan, per lb.	0 06½	0 08
Java, per lb.	0 08	0 08½
Carolina, per lb.	0 09	0 10
Sago—		
Brown, per lb.	0 06	0 06½
White, per lb.	....	0 06
Tapioca—		
Bullet, double goat	....	0 10½
Medium pearl	0 06	0 07
Seed pearl	0 06	0 07
Flake	....	0 10½

SYRUPS.—Colder weather should have effect in increasing sales in this market, but it is yet early to note benefits of recent changes in temperature. Molasses continue steady and there is little prospect of change in the near future.

Syrups—	Per case.	
2 lb. tins, 2 doz. in case	....	2 65
5 lb. tins, 1 doz. in case	....	3 00
10 lb. tins, ½ doz. in case	....	2 90
20 lb. tins, ¼ doz. in case	....	2 85
Barrels, per lb.	....	0 03¾
Half barrels, lb.	....	0 04
Quarter barrels, lb.	....	0 04¼
Pails, 38½ lbs. each	....	1 95
Pails, 25 lbs. each	....	1 40
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	0 24	0 26
West Indies, half barrels	0 26	0 28
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 6 to case	4 40	4 80
½ gals., 12 to case	4 70	5 40
¼ gals., 24 to case	4 70	5 40
Pints, 24 to case	2 50	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	6 90
Maple Sugar—		
Pure, per lb.	....	0 12¾
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 90

MANITOBA MARKETS.

Winnipeg, Nov. 19.—The past week has seen a number of minor changes in price, perhaps the most important feature, however, is an indication that a further decline may be expected in sugar.

Business is reported as a little quiet at the present time, but it is expected that a brisker tone will be noted from now until the middle of December, owing to the fact that farmers are getting away from the land and going more to town. It seems that the retailers are appreciating the necessity of pressing farmers for settlement of their account. As a result money is being secured, and the retailers are being able to liquidate quite largely.

SUGAR.—The quotation for Eastern Ontario is still on the basis of $7.20, with B.C. quoted at $7 as reported last week. There seems some chance of a further drop but it is hard to say when. The New York market is firmer on raws and granulated, and it begins to appear that the decline there has been checked. The New York basis, however, is still lower than that fixed in Canada, and unless there is a big recovery in the States, local prices may be expected to decline until they are slightly under 7c. The present strengthening in the situation in New York is caused by the large exportation of refined sugar to France.

	Per cwt. in sacks.
Sugar, Eastern—	
Extra standard granulated	7 20
Extra ground or icing	7 20
Powdered	7 00
Lump, hard	7 65
Montreal yellow	6 32
Sugar, Western Ontario—	
Sacks, per 100 lbs.	7 20
Barrels, per cwt.	6 15
Halves, 50 lbs., per cwt.	6 20
Bales, 20 lbs., per cwt.	6 25
Powdered, barrels	6 40
Powdered, 50s	5 85
Powdered, 25s	7 15
Icing, barrels	6 80
Icing, 50s	7 05
Icing, 25s	7 20
Icing, pails	7 10
Cut loaf, barrels	6 90
Cut loaf, 50s	7 15
Cut loaf, 25s	7 40
Sugar, British Columbia—	
Extra standard granulated	7 00
Bar sugar	7 15
Icing sugar	7 35
Powdered sugar	7 15
H. P. lumps	7 85
Yellow	6 35
B. C. Cane Syrups—	
2 lb. tins, 2 doz. to case, per case	3 60
5 lb. tins, 1 doz. to case, per case	4 00
10-lb. tins, ½ doz. to case, per case	3 75
20-lb. tins, 3 tins to case, per case	3 70

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.
Barbadoes	0 53
New Orleans	0 34
Maple Syrups—	Per case.
Imperial quarts, case, 2 doz.	5 40
Imperial ½ gals., 1 doz.	5 55
New, pure, ½ gal. case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 75
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—New figs have arrived, and are of excellent quality. Prices are only slightly over last year's. New Sultana raisins will be ready for shipments next week. Valencias are already on the local market and table raisins, it is expected, will arrive at about the 25th.

All these lines are at present being quoted at prices only slightly higher than those asked last year. New currants have arrived, and are of good quality. Prices are low and the sale heavy. There is little to report on apples, apricots or peaches, with the exception that apples are quoted a little higher than last week. Why there should have been this upward movement is hard to explain. The higher prices are not expected to hold for any length of time. New bulk dates will arrive about the 25th of this month. New bulk dates will arrive about the 25th of this month. New package dates, however, seem unlikely to be on the local market before the middle of December.

Apples, evaporated, new, 50's	....	0 07¾
Apples, evaporated, new, 25's	0 07¼	0 08
Apricots, choice, 25's	....	0 12
Apricots, choice, 10's	....	0 13
Apricots, standard, 25's	....	0 11¾
Currants—		
Dry clean	....	0 09½
Washed	....	0 10
1 lb. package	....	0 09½
2 lb. package	....	0 19
Vostizzas, 1 lb.	....	0 10½
Dates—		
Hallowi, loose, per lb.	....	0 06
Hallowi, 1 lb. pkgs.	....	0 06½
Fard dates, 12-lb. boxes	..	1 10
Peaches—		
Standard, 25-lb. boxes	....	0 06¾
Choice, 25-lb. boxes	....	0 07½
Choice, 10-lb. boxes	....	0 08½
Raisins, Valencias—		
Fine selected	....	2 35
Four crown layers	....	2 45
Raisins, Sultanas—		
California bleached	....	0 10¾
Raisins, Muscatels—		
3 crown loose, 50's	....	0 08¼
3 crown, loose, 25's	....	0 08½
Choice, seeded, lb.	....	0 09¼
Extra fancy seeded, lb.	....	0 09¾
12-oz. packages, fancy	....	0 08
12-oz. packages, choice	....	0 07⅜
Raisins, Australians—		
Lexias, 56-lb. boxes	....	0 06½
Prunes, in 25-lb. boxes—		
90 to 100	....	0 07½
80 to 90	....	0 08⅛
70 to 80	....	0 08⅝
Choice, 25-lb. boxes	....	0 08⅞
60 to 70	....	0 09⅛
50 to 60	....	0 09¾
40 to 50	....	0 10¼

TEAS AND COFFEES.—This market is quiet—no changes in price of coffee have been struck at all. There is a good demand for Canadian chicory, but an ample supply to fill this demand

	Per lb.	
Coffee—		
Rio, No. 5, green	....	0 13½
Rio, roasted	....	0 16½
Santos, green, No. 4	....	0 15½
Santos, roasted	0 22¼	0 23¼
Chicory, per lb.	0 07	0 08
Teas—		
Japans—		
Choicest basket, fired	0 40	0 50
Choicest, pan fired	0 40	0 50
Very fine, pan fired	0 35	0 40
Medium, pan fired	0 30	0 35
Common, pan fired	....	0 25
India and Ceylon—		
Souchongs	....	0 30
Pekoe Souchongs	....	0 35
Pekoe	....	0 40
Broken orange and orange	0 40	0 50
China—		
Fine Keelum	0 50	0 60
Good Packlum	....	0 35
Common moning	....	0 25

BEANS.—New beans are coming on the market the prices being held up high for this time of year. three pound pickers being quoted on the Winnipeg market at about $2.75. Some of the Canadian hand picked, however, are soft, and the old stocks are being sold in preference to the new. If the export demand for Canadian beans holds up, prices will not likely decline much below their present level.

Beans—		
Foreign, hand-picked	....	3 50
Canadian, hand-picked	....	3 40
3-lb. pickers	....	2 75
Barley—		
Pot, per sack, 96 lbs.	....	3 00
Pearl, per sack, 98 lbs.	....	4 15
Peas—		
Split peas, sack, 98 lbs.	330	3 75
Whole peas, bushel	....	2 50

RICE AND TAPIOCA.—The supply of these lines is ample. No price changes are noted.

Rice and Tapioca—		
No. 1 Japan, per lb.	....	0 05⅞
No. 2 Japan, per lb.	....	0 05
Siam, per lb.	....	0 04¼
Patna, per lb.	0 06¼	0 06¾
Carolina, per lb.	....	0 08
Sago, pearl, per lb.	....	0 05¼
Tapioca, pearl, per lb.	....	0 05

SASKATCHEWAN MARKETS.

(By Wire.)

Regina, Nov. 19.—An advance of ten cents is reported in flour. Lard has advanced ten cents a case. Eggs are 29c. New York sugar is firmer. Lemons are now $5.50 and oranges $3.50. Business is reported good.

Produce and Provisions—		
Butter, creamery, per lb.	0 29	0 30
Butter, dairy, No. 1	....	0 21
Cheese, per lb.	0 17¾	0 18
Eggs, fresh, per doz.	....	0 29
Lard, 3's, per case	....	7 60
Lard, 5's, per case	....	7 55
Lard, 10's, per case	....	7 50
Lard, 20's, each	....	2 50
General—		
Beans, Ontario, per bushel	....	3 10
Coffee, whole roasted, Rio	0 17	0 19
Cream of tartar, lb.	....	0 52
Cocoanut, lb.	....	0 20½
Evap. apples, 50's	....	0 12½
Potatoes, new, per bush., B.C., $1.25; N. B.	....	0 90
Rolled oats, 20's, 75c; 40's, $1.50; 80's	....	3 00
Rolled oats, bail of 80 lbs.	....	3 10
Flour, 98's	....	3 55
Rice, per cwt.	....	4 30
Sugar, standard, gran., per cwt.	....	7 23
Sugar, yellow, per cwt.	....	6 83
Walnuts, shelled, 54c; almonds	....	0 53
Canned Goods—		
Apples, gals., case, $1.40-$1.91, doz.	....	3 82
Broken beans, 2's	....	2 60
Beans	....	2 23
Corn, standard, per 2 dozen	....	2 23
Peas, standard, per 2 dozen	....	2 23
Plums, Lombard	2 10	2 21
Peaches	....	3 16
Strawberries and raspberries	....	4 00
Tomatoes, standard, per dozen	2 35	2 60
Salmon—		
Sockeye, 1's, 4 doz. case	....	9 85
Sockeye, ½'s	....	12 35
Cohoes, 1's	....	6 00
Humpbacks, 1's	....	4 60
Fruits—		
Apples, per bbl., Ontario	4 00	4 25
Lemons	....	5 50
Oranges	....	3 50
Dried Fruits—		
Apricots, per lb.	....	0 11¾
Apples, per lb.	....	0 07½
Currants, per lb.	....	0 07⅞

NEW BRUNSWICK MARKETS.

(By Wire.)

St. John, Nov. 19.—Business continues encouraging with collections only fair. Markets are quiet with sugar market unchanged. Dealers are not looking for further declines just now. Beans are lower. New crop on hand has caused a drop. Dried fruit market is reported stronger with stiffening prices. Pure lard is easier at 12¾-13c. Dairy products are higher, with butter none too plentiful. Dairy is 26 to 27c and creamery 29 to 30c. Eggs are firm at 30 to 31. Heavy shipments of meats (dressed) to the States may cause higher prices. Potatoes are firmer due to embargo being lifted. Christmas trade is coming along successfully.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	....	0 17
Beef, barrel	26 50	27 00
Beef, corned, 1 lb.	3 15	3 30
Pork, American clear, per bbl.	27 00	29 00
Pork, domestic, per bbl.	28 00	29 00
Butter, dairy, per lb.	0 26	0 27
Butter, creamery, per lb.	0 29	0 30
Eggs	0 30	0 31
Lard, compound, per lb.	0 10¼	0 10½
Lard, pure, per lb.	0 12¾	0 13
Cheese	0 16½	0 16¾
Flour and Cereals—		
Cornmeal, gran.	....	6 00
Cornmeal, ordinary	....	1 90
Flour, Manitoba, per bbl.	....	7 55
Flour, Ontario	....	6 85
Rolled oats, per bbl.	....	7 00
Oatmeal, standard, per bbl.	....	7 70
Fresh Fruits and Vegetables—		
Lemons, Messina, box	....	7 00
Oranges, Val., case	4 00	5 50
Potatoes, new, bbl.	1 25	1 35
Sugar—		
Standard granulated	6 90	7 00
United Empire	6 80	6 90
Bright yellow	6 70	6 80
No. 1 yellow	6 40	6 50
Paris lumps	8 00	8 25
Beans, white, per bush.	2 95	3 00
Beans, yellow eyes, per bush.	3 15	3 20
Canned pork and beans, per case	2 80	3 00
Molasses, per gal.	0 34½	0 35
Cream of tartar, per lb., bulk	0 50	0 53
Currants, per lb.	0 08	0 08¼
Rice per cwt.	4 50	5 00

RESOLUTION NOT PASSED.

Editor Canadian Grocer:

Dear Sir,—Referring to the article of Oct. 9, Page 34 in your publication (Canadian Grocer) re alleged resolution purporting to be passed by the Hamilton Retail Grocers' Association. Such a resolution or motion was not passed by this association, and no member in connection with this association had authority to have published the same.

Hamilton Retail Grocers' Ass'n,
M. R. HILL, Secretary.

Editorial Note.—Canadian Grocer readily gives publicity to this statement from the secretary of the Hamilton Retail Grocers' Association. The item, we might explain, was published in good faith, but apparently there was some misunderstanding as to it having passed the meeting.

SALADA TEA CO. ISSUES WRITS.

Actions Brought Against Montreal Newspapers and Alderman.

Three writs have been issued on behalf of the Salada Tea Company, two against La Presse, of Montreal, and Ald. Vandelac of the same city for $100,000 each, and one for $30,000 against Le Canada, another Montreal paper. Canadian Grocer is informed that these writs will be brought to trial at the earliest possible moment, as far as plaintiffs are concerned. The actions are the result of the publication in the newspapers of a statement said to have been made by Ald. Vandelac at a public meeting held in Montreal which was attended by Mayor Martin, Controller Hebert, and others. This statement as reported was to the effect that the Dominion Government had forced the Salada Tea Co. to reduce their prices. The company claim that they did not have correspondence with the Government about anything with regard to their business.

Fruit and Vegetables

Removal of Embargo Advances Price of Potatoes

Action of United States Has Immediate Effect — Valencia Oranges Dearer; Navels Will be of Better Quality—California Lemons Received—Some Varieties of Apples Have Advanced.

MONTREAL.

FRUIT.—Flameuse and McIntosh Reds still bring high prices, and will continue to, as there will be no more available. Any to be had are being held in Montreal. Large supplies of apples are coming in, but this has not weakened market much. Malaga lemons, 420 to case, are arriving, and are quoted at $5. Messina lemon market is firm, and new supplies will not be in for probably two weeks. Oranges are bringing good prices, owing to scarcity. Malaga grapes are quoted $4.50 to $5, but these could not be replaced at this price. Tokay grapes are finished, and the same will soon apply to Niagara grapes, as they are not now arriving in very good condition. Some firms have ceased to quote them.

Apples—		
Baldwins, No. 1, bbl.	....	3 50
Spys, No. 1, bbl.	....	3 75
Russets, No. 1, bbl.	....	3 25
Greenings, No. 1, bbl.	....	3 25
Fameuse, No. 1, bbl.	....	5 00
McIntosh Reds, No. 1, bbl.	....	4 50
No. 2, all varieties, 50c less per barrel.		
Bananas, crate	2 00	2 25
Cranberries, bbl.	6 00	7 00
Grapefruits, Jamaica, case	....	3 00
Grapes, Malaga, keg		5 00
Lemons, Messinas—		
Extra fancy, 300 size	....	4 50
Limes, small boxes	....	1 25
Oranges—		
Cal. late Valencia, 150-176-200-216	....	4 25
Cal., 100-126-150-288 size box	....	4 25

VEGETABLES.—There is very little of moment in the vegetable market this week, and business is quiet. Celery, which was only bringing $2.50 per crate last week, is now up to $3.50 and may go higher. Some dealers were cutting each other's throats last weeks to get this business, and there was plenty on the market; this brought price down. The supply is still plentiful. Spinach is up to 50 cents, having been sold previously at 25c. With the arrival of cold weather spinach will probably be off the market, but the warm spell on Sunday kept it here a little longer. Hothouse tomatoes are down to 12½ to 15 cents. The quality is not so good. There is little export demand.

Artichokes, bag	....	1 25
Beans, American, basket	3 00	....
Beets, bag	0 40	0 75
Cabbage, per dozen	0 25	0 50
Carrots, bag	0 50	0 75
Cauliflower, dozen	1 75	2 00
Cucumbers, doz.	....	1 50
Celery, crate	....	3 50
Leaks, doz.	....	1 50
Lettuce, head, per box	1 60	1 75
Curly lettuce, per box	1 00	1 25
Onions—		
Spanish, per case	....	3 00
Spanish, per ½ case	....	1 75
Native, per doz. bunches	0 30	1 00
Red, 75-lb. bags	....	1 25
Parsnips, bag	0 50	0 75
Parsley, doz. bunches	....	0 15
Peppers, green, 3½ qt. basket	0 25	0 50
Potatoes—		
Montreal, bag	0 65	0 75
Potatoes, sweet, Jersey, hpr.	....	1 75
Spinach, Montreal, in boxes	0 25	0 50
Turnips, bag	0 50	0 75
Tomatoes, hothouse, lb.	0 18	0 25
Watercress, doz.	....	0 40

TORONTO.

FRUIT.—Despite plentiful supplies, prices of apples are holding, and in fact McIntosh Reds and Snows have been advanced, last of latter now being in sight. Advance is 50c barrel. Choice stock, particularly Spies, are now being offered in cases at $1.25. This is better price than by barrel by 50c to 75c; there is a little over a barrel in three boxes. Oranges are now interesting. California valencias are about done and the price has gone to around $4. Floridas are down to $2.50 and $3 and some shipments have been received from South America to help fill in, but have not been satisfactory. New law this year regarding condition of navel oranges when first shipped is being strictly enforced with a noticeable result; last year there were warnings given, but as legislation had just been passed authorities were not strict. This is a good law for importers, as it protects them from fruit which has not been sufficiently ripened. Navels should be along about the 1st of month. Cranberries are dearer and some long keepers are being sold as high as $7.50, although there are quotations at $6.50. Lemons are somewhat cheaper, and California shipments are relieving the situation. Grape fruit are again cheaper. Fancy Malaga grapes are sold as high as $7.

Apples—		
Wagners		2 50
Greenings	2 25	2 50
Kings	2 50	2 75
Baldwins	2 00	2 50
Spies	2 75	3 00
Seeks	2 25	2 50
Canada Reds	2 25	2 50
McIntosh Reds	2 75	3 00
Snows	3 00	3 50
No. 2s, 40-50c less.		
Bananas, per bunch	1 50	2 00
Cocoanuts, sack	....	3 75
Cranberries	6 50	7 50
Grapes—		
Canadian, 6-qt. bkts.	0 16	0 20
Tokays	1 90	2 00
Malaga, barrel	4 50	5 50
Malaga, fancy, barrel	6 00	7 00
Oranges—		
Florida	2 50	3 00
California, late Valencias	4 00	4 25
Lemons, Messinas	3 75	4 00
Lemons, California	....	4 50
Limes, per 100	....	1 25
Pears—		
California, box	....	3 25
Canadian, late varieties	0 25	0 30
Pineapples, Porto Rico, case 10	....	4 50
Grape fruit	3 00	3 10

VEGETABLES.—Action of United States in meeting Canada on embargo against potatoes has had effect of shipments going over line in east, and prices have advanced accordingly. Present increase is 5c a bag, and this will be 10c by the end of the week. Beets and turnips are much cheaper. Sweet potatoes are $1.50 flat. Cauliflowers and citrons have advanced and both Spanish and Canadian onions are firm at the top of former price range. Frost has advanced parsley 5c to 10c basket and mushrooms have gone up to 90c pound. Business is getting down to winter basis.

Beets, Canadian, bag	0 50	0 60
Cabbage, Canadian, dozen	0 35	0 40
Carrots, bag	0 62½	0 65
Cauliflower, doz.	0 75	1 00
Citrons, doz.	....	0 45
Cucumbers—		
Slicing, hothouse	1 50	1 75
Medium pickling sizes	0 35	0 75
Celery, California case	3 50	....
Mushrooms, per lb.	....	0 90
Water Cress, 11 qt. basket	....	0 50
Onions—		
Spanish, big crate	....	3 25
Can., 75-lb. bags	....	1 00
Green peppers, basket	....	0 75
Potatoes, Delaware	0 80	0 85
Potatoes, Canadian, bag	0 70	0 75
Parsley, basket, 11-qt.	0 30	0 35
Pumpkins	0 10	0 20
Tomatoes, hothouse, lb.	....	0 15
Turnips, bag	....	0 40
Sweet potatoes, hamper	..	1 50
Squash, Hubbard, doz.	....	0 75
Lettuce, box	....	2 00
Parsnips, Canadian, bag	0 65	0 70
Persimmons, California, crate		2 50
Pommegranates, doz.		0 75
Pommegranates, crate	3 00	3 25

WINNIPEG.

FRUIT.—Quotations in apples are still at from $3.75 to $4 per barrel—with occasional chances to buy at a considerably

(Continued on page 43.)

Produce and Provisions

Strictly Fresh Eggs Getting Very Dear

Continued Demand for Export is Reason—U. S. Supply Keeping Balance in Other Grades—Butter and Cheese Markets Are Quiet —Butter May be Exported to the United States—Hogs Slightly Firmer—Poultry Embargo Removed.

MONTREAL.

PROVISIONS.—A prominent provision man from Chicago stated here this week that he did not expect lard prices to advance, nor yet to go lower. He was speaking from the Chicago view point. American packers have large orders from Europe, which is cleaning up some of their stocks. Against this goes the bad condition of cotton market, cotton selling at about half price. Cotton oil remains cheap, but there are people who think there will be an advance. Canadian packers state that lard market is weak. Prices remain unchanged. There is no change in prices of meats, and market is lifeless.

Hams—	**Per lb.**	
Medium, per lb.	....	0 19
Large, per lb.	....	0 18
Backs—		
Plain, bone in	....	0 24
Light, per lb.	....	0 22
Boneless	....	0 26
Peameal	....	0 27
Bacon—		
Breakfast, per lb.	0 19	0 20
Roll	....	0 17
Shoulders, bone in	....	0 15
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	....	0 26
Hams, roast, per lb.	....	0 30
Shoulders, boiled	....	0 27
Shoulders, roasted	....	0 28
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—	**Per bbl.**	
Heavy short cut mess	....	29 00
Heavy short cut clear	....	29 00
Clear fat pork	....	28 00
Clear pork	....	27 00
Lard, Pure—	**Per lb.**	
Tierces, 350 lbs., net	....	0 12¾
Tubs, 50 lbs. net	....	0 13½
Boxes, 50 lbs. net	....	0 13
Pails, wood, 20 lbs gross	....	0 13¼
Pails, tin, 20 lbs. gross	....	0 12¾
Cases, 10-lb. tins, 60 in case	....	0 13½
Cases, 3 and 5-lb. tins, 60 in case	....	0 13¾
Bricks, 1 lb., each	....	0 14
Lard, Compound—		
Tierces, 375 lbs., net	....	0 09½
Tubs, 50 lbs., net	....	0 10
Boxes, 50 lbs., net	....	0 10
Pails, wood, 20 lbs., net	....	0 10¼
Pails, tin, 20 lbs., gross	....	0 10¼
Cases, 10-lb. tins, 60 in case	....	0 11
Cases, 3 and 5-lb. tins, 60 in case	....	0 11
Bricks, 1 lb., each	....	0 12
Hogs—		
Dressed, abattoir killed	11 25	11 50

BUTTER.—Market is firm, due to shortness in receipts, which are considerably below those of last year. Prices may possibly go higher before long. The U. S. market has advanced 5c in the past ten days, and has reached a point where Canadians can export, and pay the duty. Americans are reported to have been in Montreal, Toronto and Winnipeg, buying up a lot of low grade packing butter. It is not known definitely what this is required for, but there are some who believe it is destined for Germany. There is no export demand here from England.

Butter—		
Finest creamery, new milk	0 29	0 30
Dairy butter	0 24	0 25

CHEESE.—Market firm, and prices showing a tendency upward. There is a good demand for export. Prices are same as last week.

Cheese—		
New make	0 16	0 17
Old specials, per lb.	0 18	0 19
Stilton	0 18	0 19

EGGS.—Market very firm, 42c being asked for new laids. Most of the other grades are up a cent per dozen. Receipts of fresh eggs are falling away off, and higher prices still are expected. New laids are being sent from here to New York, and selling there at 50c doz. delivered.

Eggs, case lots—	
New laids	0 42
Selects	0 32
No. 1s	0 28
Splits	0 23

HONEY.—There are no prices changes and the usual demand is experienced.

	White Clover per lb.	Buckwheat per lb.
Honey—		
Barrels	0 11½	0 08½
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12½	0 10
Comb, 13-14 oz. section	0 17—0 18	0 14—0 15

POULTRY.—The bottom dropped completely out of the turkey market this week, due to the demand being away off. Dressed turkeys are only bringing 14 to 16 cents for fancy, and 11 to 14c for medium grade. There is little demand for live, which are quoted 10 to 12 cents. It might be imagined that Thanksgiving in the United States would have a good effect on the market, but prices there are not high, and only a few are being sent across the border from Canada. The weak turkey market is not due to over supply, for no more are coming in than a year ago; it is simply due to small demand. There is a good demand for live geese and ducks. However, it looks as though there will be the cheapest poultry market for years.

Fresh Stock,—	Live.	Dressed.
Fowl	0 08—0 10	0 10—0 14
Spring chicken	0 09—0 11	0 12—0 13
Fancy, crate-fed chicken, 5 lbs.	0 13—0 15	0 17—0 19
Turkeys, 12-16 lbs.	....—....	0 14—0 17
Turkeys, smaller	....	0 12—0 18
Ducks	0 09—0 11	0 12—0 13
Geese	0 09—0 11	0 10—0 12

TORONTO.

PROVISIONS.—Demand is quiet but cold weather should help situation somewhat. Price basis continues easy and a slight reduction is noted for backs while boiled hams are off another cent and roast hams a half. Hogs are firmer and basis for livestock is up about 30c. Lard continues easy.

Hams—		
Light, per lb.	0 17	0 17½
Medium, per lb.	0 16½	0 17
Large, per lb.	0 15½	0 16
Backs—		
Backs, per lb.	0 21	0 22
Boneless, per lb.	0 22	0 23
Pea meal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll, per lb.	0 14½	0 15
Shoulders, per lb.	0 13½	0 14
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14¼	0 15
Cooked Meats—		
Hams, boiled, per lb.	0 24	0 25
Hams, roast, per lb.	0 25	0 26
Shoulders, boiled, per lb.	0 20	0 21
Shoulders, roast, per lb.	0 20	0 21
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 00	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11½	0 12
Tubs, 60 lbs.	0 11¾	0 12¼
Pails	0 12	0 12½
Tins, 3 and 5 lbs., per lb.	0 12¾	0 13
Bricks, 1 lb., per lb.	0 13½	0 13¾
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09¼	0 09¾
Tubs, 50 lbs., per lb.	0 09½	0 10
Pails, 20 lbs., per lb.	0 09¾	0 10½
Hogs—		
F.O.B., live, per cwt.	....	7 45
Live, fed and watered, per cwt.	....	7 75
Dressed, per cwt.	11 00	12 00

BUTTER.—There is no outside demand for butter and buying is only for immediate needs. However, dealers are turning to American market where there has been a rapid advance and where there may soon be a market above the duty level.

Butter—		
Creamery prints, fresh made	0 29	0 31
Separator prints	0 27	0 28
Dairy prints, choice	0 26	0 27
Dairy, solids	0 22	0 24
Bakers	0 18	0 20

CHEESE.—Cheese factories are now ending season and prices are being held on same level which means very good prices for this time of year.

Cheese—		
Old, large	0 17¼	0 17½
Old, twins	0 17½	0 18
New, large	0 16¼	0 16½
New, twins	0 16½	0 16¾

EGGS.—Export demand continues with result that prices for strictly new laid have been advanced about 5c, which makes top of market a very high position for this season. Other prices have not altered and here American overplus seems likely to maintain balance although there is nothing to indicate what course market may take.

Eggs, case lots—	Per dozen.	
Strictly new laid, in cartons	0 40	0 45
Selects	0 32	0 33
Straights	0 29	0 30
Trade eggs	0 25	0 26

POULTRY.—U. S. embargo against poultry shipments only lasted about a week and the market has recovered to its old position. Dealers report here that there is some inquiry for turkeys for Thanksgiving day and this has given the market a better tone. Generally speaking the quality of poultry is not good enough to find a market, for despite fact that people are trying to live cheaply they will not buy cheap poultry. The result is that there is big range of prices.

Fresh Stock—	Live.	Dressed
Fowl	0 08—0 10	0 10—0 12
Spring chicken, lb.	0 10—0 11	0 12—0 16
Turkeys young	0 13—0 15	0 17—0 22
Turkeys, old Tom	0 13—0 15	0 14—0 18
Ducklings	0 08—0 12	0 12—0 16
Ducks	0 08—0 12	0 12—0 16
Geese	0 08—0 09	0 13—0 14

WINNIPEG.

PROVISIONS.—As was indicated likely last week, lard has steadied and it now seems almost certain that the present prices will hold for some little time. Poultry is coming in more freely since the snow fell. As yet there is not a heavy demand, but this will undoubtedly improve. It seems evident that poultry will be rather cheap this year, the supply being good.

Cured Meats—		
Hams, per lb.	....	0 20
Shoulders, per lb.	....	0 15
Bacon, per lb.	....	0 25
Long clear, D.S., per lb.	....	0 14
Mess pork, bbl.	....	23 00
Lard—		
Tierces	....	0 11
Tubs, 60s	....	6 75
Pails, 20s	....	2 32½
Cases, 5s	....	7 12½
Cases, 3s	....	7 20

BUTTER.—While stocks are lower than a year ago, there has been no further advance here. Some shipments from New Zealand have reached the Coast, and while these arrivals were not nearly as large as have come in former years, they have yet tended to steady the market. The general tone is firm, and slight advances may be looked for.

Butter—		
Creamery, Manitoba	....	0 30
Dairy	....	0 25
Cooking	0 19	0 21

CHEESE.—A shortage in stocks is noted here, there being at present time about 40,000 packages less than were on hand a year ago. This is the result of decreased manufacture, and of larger export orders than were expected. The tone to this market is very firm, but in view of a decline, which came about a week ago without any apparent cause, it is very hard to estimate just what the next move will be.

Cheese—		
New, large	....	0 16¾
New, twins	....	0 17¼

EGGS.—Still the heavy exporting which is going on is not affecting the supply in the West. Because of this, and because of the heavy stocks which are known to be in the States, the market continues steady.

Eggs—		
Extra firsts	....	0 28
Checks	0 17	0 18
Extra, in cartons	....	0 30

FRUIT AND VEGETABLES.

(Continued from page 41.)

better market—but indications are for an advance to well around $5. It seems there were a good many orchards in the East spoiled by frost, the apples being frozen on the trees. Then again more were exported to England than was at first expected. California Tokay grapes are now off the market, but Emperor grapes in kegs and cluster grapes in cases are now on hand. Emperor grapes are selling at $5, and the cluster grapes at $3.25 per case. There has been no advance in oranges, but market is very strong, and it would appear that such an advance may be expected. Grape fruit on the other hand, has declined, being now quoted at $4. Supply of this fruit is good and demand not what is necessary to keep the price up. Cranberries remain at old price. An advance here is, however, expected.

Apples—		
Washington	....	1 25
Apples, bbls.	3 75	4 00
B. C. box apples	....	1 50
Cranberries, bbl.	....	7 50
Bananas, lb.	....	0 04½
Grapes—		
Emperor	....	5 00
Clusper, per case	....	3 25
Grape fruit	....	4 50
Lemons—		
California	....	5 50
Messina	....	5 00
Oranges, California Valencias	....	4 25
Pears	3 00	3 50
Pears, Michigan, in bbls.	4 50	4 75

TEA AND A WAR-TAX.

Will the Canadian Government place a war-tax on tea? That is a question the pros and cons of which have been discussed by the trade interested for the past two or three moons. But of course no one knows what is going to happen and we shall likely have to await the reopening of parliament for the correct answer.

While several tea men have frequently expressed themselves as expecting the war-tax, there are others who do not. One of these in giving his reasons to Canadian Grocer the other day stated that tea was too staple an article in the Canadian diet for a war-tax.

"What about sugar?" he was asked.

"Tea," was the reply, "is a more staple article than sugar. In fact it stands second, with bread in the lead. From tests that have been actually made it has been shown that inhabitatants of the slums and people who have reached a low ebb so far as their financial conditions are concerned will first get bread. Having secured the bread, they have a desire for something warm to go with it and their next craving is for tea.

"The comparative cheapness of tea is another strong point in its favor and makes it doubly sought for, and also for the reason that the Government will soon be going to the country I do not anticipate a war-tax on it."

THE BRITISH WAR TAX ON TEA.

The placing of a war tax on tea by the British Government has created a good deal of discussion among the trade. Referring to the probable results of this decision, a prominent tea man said:

"The three-pence additional duty imposed on tea in England will commence to yield revenue to the Government at once, because England has not been so bare of teas for forty years as she is just now. The auction sales held weekly, for many weeks past have only averaged about eight million pounds of Ceylon tea, whereas in normal times they average not less than thirty-five million pounds, due to ships being held up.

"The raise in duty of 3d. per lb. will make the tea duty now 8d, or 16c per lb. It was as high as this before, that is during the South African war. Of course, the tea duty there is practically the only way they can tax the vast number of people who do not use tobacco or liquor.

"As to how it will affect the market here, we do not think it will have any effect, because past experience has taught us that heavy duties on tea in England do not, to any extent, restrict the consumption of that article. Teas are extraordinarily high now, and, in fact, were high before the commencement of the war. They have been constantly advancing during the past three years, but since the war broke out there has been another advance of three to four cents per pound in both Colombo, Calcutta, and also London."

BUTTER REGULATIONS DOMINION WIDE.

A Western Canada reader asks the question as to whether the new butter regulations refer to all of Canada or to Ontario alone. It was inadvertently omitted in the second reference to these regulations that they emanated from the Dominion Department of Agriculture at Ottawa, and therefore apply to every Province in the Dominion.

Fish and Oysters

The Season for Fresh Fish is About Over

After the Present Week Business Will be Very Much Confined to the Frozen Lines Which are Coming Freely—Cured Lines Are Also Moving Well—Oysters Going Better with Cool Weather—Canadian Lobsters Now in.

MONTREAL.

FISH AND OYSTERS.—Wholesale fish dealers have this week issued special circulars for fresh frozen, salt and pickled, prepared and dried, and smoked fish, and for oysters and lobsters. With the market for fresh fish rapidly getting smaller, owing to season being closed, interest is being more and more centred in frozen and prepared stock. This list is also intended to be used during Advent, which commences on December 1 and continues until Christmas. This is not such a big fish season as Lent, but is very important. The low prices of fish prevailing compared with prices of meats should enable dealers to push this branch of their business. The demand is especially good in the City of Montreal, and the same should be true of the country. Fresh dore, whitefish, pike and trout are finished, but are being replaced by elegant frozen stock at lower prices. Good supplies of fresh halibut are arriving this week, quality excellent, and selling cent cheaper than a week ago.

TORONTO.

FISH AND OYSTERS.—This week will practically see close of fresh fish season. There is now being offered halibut, haddock and white fish, but after present week haddock and cod will be about all fresh stock that will be available. Business has now turned to frozen lines, and with good supplies and colder weather business has taken a pronounced turn for better. This also applies to cured, smoked, and pickled lines, which are going freely to the trade.

SMOKED FISH.	Montreal	Toronto
Haddies, per lb.	.07¼	.08-.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½	.08-.0
Haddies, fillets, per lb.	.10	.12
Ha Ties, Nobe, boneless, per lb.	.09	.
Herring, Ciscoe	1.80	.12
St. John bloaters, 100 in box	1.00	1.00
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.20	...
Smoked boneless herrings, 10-lb. box	1.20	...
Kippered herrings, selected, 60 in box	1.10	1.25 1.60
Smoked salmon, per lb.	.25	.23
Ciscoe herrings, basket of 15 lbs.	1.75	1.80
Smoked halibut	....	.20

FROZEN FISH—SEA FISH.	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.14	.12
Red, steel heads, per lb.	.12-.13	.12-.13
Red, sockeyes, per lb.	.10-.11	.11
Red, Cohoes or silvers, lb.	.10	.11
Pale, qualla, dressed, per lb.	.07½-.08	.07½-.08
Halibut, white western, large and medium, per lb.	.07¼-.08	.09
Halibut, eastern chicken and medium, per lb.	.09-.09½	.11
Mackerel, bloater, per lb.	.08-.08½	.09
Haddock, medium and large, lb.	.05½-.06	.07-.08
Market codfish, per lb.	.05-.05½	.07-.08
Steak codfish, per lb.	.06-.06½	.09
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.16-.17	.15
Smelts	.11	.12
DRIED AND PREPARED FISH.		
Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	....
Dried pollock, medium and large, 100 lb.	6 00	....
Dressed or skinless codfish, 100-lb. case	7 25	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs, per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15
BULK OYSTERS, CLAMS, ETC.		
Standards, solid meats, gal.	1 75	1 75
Standards, ordinary, gal.	1 50	1 65
Selects, per gal., solid meat	2 00	2 00
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 25	....
Best prawns, imp. gallon	2 00	....
Best shrimps, imp. gallon	2 25	....
Sealed, best standards, quart cans, each	0 50	....
Sealed, best select, quart cans, each	0 60	....
CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.		
Cape Cod shell oysters, per bbl.	8 00	....
Malpeque, shell oysters, selected J.A.P., per bbl.	7 00	10 00
Malpeque, shell oysters, C.C.I., bbl.	11 00	....
Clams, per bbl.	....	....
Mussels, per bbl.	5 00	....
Live lobsters, medium and large, lb.	0 28	....
Boiled lobsters, medium and large, lb.	0 30	....
Winkles, bush.	....	....
Little Necks, per 100	1 25	....

FOOD QUALITIES OF CANNED SALMON.

Its Importance as an Army and Navy Ration—Sanitary Conditions in Canning.

An interesting and educative booklet on canned salmon has reached Canadian Grocer, which deals particularly with the food value of this foodstuff from the standpoint of an army and navy ration. "On a number of occasions," it states, "canned salmon has been subjected to exhaustive analyses by eminent scientists of the United States Government, and their investigations unanimously agree with respect to its purity and wholesomeness, and also as to its extraordinary cheapness as compared with other food products."

Prof. W. O. Atwater, the eminent chemist of the United States Department of Agriculture, whose investigations of the food value of certain products ,has made his name a household word through the world, reports the following as the relative food value of canned salmon as compared with other foods:—

Canned salmon	21.8
Sirloin steak	16.5
Sugar-cured ham	14.2
Eggs	13.1
Spring chicken	12.0
White bread	09.0

The booklet further states:—"Practically all canned salmon is prepared on the North-western coast of North America, in United States and Canadian waters, and the work of canning is carried on under the most modern sanitary methods. Absolutely fresh fish are used, and every effort is made to prevent the workers from touching the salmon after they are landed on the cannery docks, the work of dressing and cleaning the fish, placing them in the cans and sealing up the latter, being done by machinery. Absolutely no foreign substance, except one-fourth ounce of fine salt to give the fish a flavor, is placed in the can.

"During the Russian-Japanese war immense quantities of canned pink and chum salmon were purchased by the latter for the use of its soldiers, and proved eminently satisfactory in every way.

"When the British Columbia Government was casting around last month for some food product to be sent as the province's contribution to the Mother Country in the war now raging, canned salmon was suggested and most enthusiastically endorsed. In order that the money appropriated might purchase the greatest amount of food, canned pink salmon was selected and 25,000 cases were purchased and shipped under the province's official guarantee as to its wholesomeness and purity."

CHOICE SOCKEYE



SALMON





THE BEST PROCURABLE IN THE WATERS OF

THE GREAT PACIFIC COAST

PACKED IN

ONE POUND **TALL TINS** ONE POUND **FLATS** HALF POUND **FLATS**

EVERY TIN GUARANTEED.

Flour and Cereals

Domestic and Export Flour Trade Continues Dull

Conditions Quieter in Toronto, Although There is a Little Better Tone at Montreal—Mills Are Slowing Down—Mill Feeds Are Advancing, and Millers Will Probably Now Hold to Influence Sales of Flour.

MONTREAL.

FLOUR.—Whereas the wheat market is stronger, flour is not much improved, and prices remain where they were. It is hard to say what dealers are doing that they are not in the market for flour, but it is believed buying cannot be long delayed. The demand for feeds has picked up considerably during past week, and as soon as stocks are cleaned out, millers will not likely sell flour without feed. However, taken all around, the flour market looks slightly better this week.

Manitoba Wheat Flour—	Per bbl.
First patents	6 70
Second patents	6 20
Strong bakers'	6 00

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	6 25	6 50
90 per cent., in wood	5 50	6 00
90 per cent., in bags	2 50	2 60
Straight roller	5 70	5 90
Blended flour	5 75	6 25

CEREALS.—As the oat market has become firm, it is natural that the rolled oat market would be affected, as millers require pick of oats. Prices remain the same as last week, following the advance. Business showed a marked improvement with advent of heavy snow, but lapsed again early in the week when a mild spell put in an appearance.

Cornmeal—	Per 96-lb. sack.
Gold dust	2 45 — 2 50
Unbolted	2 15 — 2 25
Rolled Oats—	90's in jute.
Small lots	3 35 — ....
25 bags or more	3 15 — ....

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled Wheat—	100-lb.	bbls.
Small lots	....	3 50
Hominy, per 98-lb. sack	....	2 75

FEEDS.—Feeds are in fairly good demand. An improvement has been in evidence for past two weeks, and is now very marked. This apparently is sufficient justification for millers raising the price of several lines, including middlings, which advanced $2, feed flour $4, mixed chop $2, crushed oats $4, and chop oats $2. These advances were assisted by a rather firm oat market. Bran and shorts markets are now firm at $25 and $27 respectively. Small millers have been cutting prices during last month, and are some of them pretty well done. The demand for feeds is experienced every year about this time, as the grass is pretty well done.

Mill Feeds—	Car lots, per ton
Bran	.... — 25 00
Shorts	.... — 27 00
Middlings	32 00 — 30 00
Wheat moulee	.... — 35 00
Feed flour	.... — 40 00
Mixed chop, ton	.... — 38 00
Crushed oats, ton	.... — 40 00
Barley, pot, 98 lbs.	3 00 — 4 00
Oats, chop, ton	.... — 38 00
Barley chop, ton	.... — 36 00
Feed oats, cleaned, Manitoba, bush..	.... — 0 65

TORONTO.

FLOUR.—Conditions have become even more quiet during the week and the piecemeal business which was going appears to have fallen off. There is little inquiry in domestic, and nothing can be done with export on present basis. Wheat is up and down, but is not changing materially, and good shipments are going forward from Canada, together with flour from the United States, which is on a better basis than on this side of the border. Flour bought a couple of weeks ago can be exported on a fair basis, but the present price is out of line with figure bid. Result is that mills which had been working to capacity following the war are slowing down; some have reduced to half capacity, and others have closed altogether for time being. Close of navigation may have some effect about the middle of December, but this will not be important, as shipments have been coming forward freely, and there is nothing like a blockade at the head of lakes.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patent	6 80	6 60
Second patent	6 30	6 10
Strong bakers	6 10	5 90

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	5 50	5 30
90 per cent.	5 10	4 90
Straight roller	5 00	4 80
Blended flour	5 35	4 95

CEREALS.—Situation has changed little since advance in rolled oats a week ago. Market is firm on this level, and oats show a slight tendency to advance further. Better inquiry is also noted for favorite cold weather cereals following cold weather. Corn is in fair demand, and price remains on same level.

Barley, pearl, 98 lbs.	....	5 00
Buckwheat grits, 98 lbs.	5 50	6 00
Corn flour, 98 lbs.	2 50	3 00
Cornmeal, yellow, 98 lbs.	2 65	2 75
Graham flour, 98 lbs.	3 00	3 30
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 92½
Oatmeal, granulated, 98 lbs.	....	3 92½
Peas, Canadian, boiling, bush.	2 90	3 00
Peas, split, 98 lbs.	....	5 00
Rolled oats, 90-lb. bags	3 37½	3 57½
Rolled wheat, 100-lb. bbl.	3 75	4 00
Rye flour, 98 lbs.	....	3 00
Wheatlets, 98 lbs.	3 75	4 00
Whole wheat flour, 98 lbs.	3 75	4 00

MILL FEEDS.—Situation for feeds has become firmer, and bran has returned to old level. Colder weather has been a factor, and with mills slowing down it may be expected that stocks will be held in hope of influencing sales of flour during winter. Feed flour has been advanced in sympathy with the general situation, and a slight advance is noted in the price of feed oats.

Mill Feeds—	Mixed cars, per ton
Bran	25 00 — 26 00
Shorts	26 00 — 28 00
Middlings	30 00 — 32 00
Wheat moulee	.... — 30 00
Feed flour, per bag	1 85 — 1 90
Oats—	
No. 3, Ontario, outside points	0 50 — 0 51
No. 3, C.W., bay ports	.... — 0 60

WINNIPEG.

FLOUR AND CEREALS.—Another week has passed without any change in prices, and still there is no indication that a change is to be expected. While the millers have been busy, the cold weather which now seems to have set in generally is likely to bring a greater rush of business. The ground is now freezing up, and farmers will no longer be able to do work on the land. For this reason it is expected the next week will see considerable large shipments of grain.

Manitoba Wheat Flour—	Per bbl.
First patents	6 40
Second patents	6 80
Strong bakers'	6 10
Cereals—	
Rolled oats, per 80 lbs.	2 80
Oatmeal, fine, standard and gran'd, 98 lbs	2 80

MORE BUSINESS THAN USUAL

in

TILLSON'S OATS

The new advertising campaign is now being launched

TILLSON'S

A Food—
not a Fad



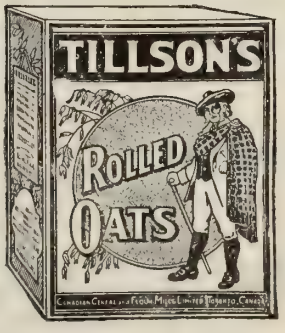
The popular
Canadian
Breakfast
Cereal

Now is the time to push

Tillson's Rolled Oats

We have inaugurated one of the most direct co-operative advertising campaigns that has ever been carried out in the grocery trade. The effects of our campaign will extend sooner or later from coast to coast of the Dominion—putting vim and vigor into the sales of the well-known Tillson's Rolled Oats.

Our plans embody a house-to-house canvass in all the largest cities and towns in Canada, introducing and actually selling Tillson's Oats to housewives, placing the order with the wholesaler to be delivered by each woman's grocer, who will receive the immediate profits and future benefit. Every housewife will learn the real merits of these famous oats right in her own home and will become a steady user after trying the first package.



Now is the time to join hands for bigger sales and to create **More Business Than Usual in Canada's Famous Breakfast Cereal—Tillson's Oats.**

Canadian Cereal & Flour Mills, Ltd.

TORONTO, ONT.

Now Is The Time

for every grocer to take full advantage of the great wave of enthusiasm over the "Made-in-Canada" movement, by pushing Canadian lines, especially those which are well advertised.

A Big Campaign

is being carried on to advertise to the public Canada's Made-in-Canada macaroni

L'Etoile
(Star)

and

Hirondelle
(Swallow)

Get your share of the business resulting, by stocking these brands.

L'Etoile and Hirondelle

are made from Manitoba Hard Wheat Only, which makes a macaroni superior in quality to any imported.

Now is *the* time. Ask your jobber.

C. H. Catelli, Limited
Montreal

AGENTS

Tees & Persse, Limited, Winnipeg
C. C. Mann, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs.	$ 2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 80
No. 10 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 30
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs..	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER

Sizes	Per doz.
Royal—Dime	$ 0 95
" ¼-lb..	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—when packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal. $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books.	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN.

	Per case.
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	$2 88
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	3 30
King's Food, 2 doz. to case, weight 95 lbs.	5 20
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 30
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 30

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars.

	Per doz.
Strawberry, 1914 pack	$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35

Can the thousands in Western Canada use Your Product?



Does it fit into their needs and requirements in any way? Are they in any way possible prospects for your goods? Then, why not decide to develop this growing field to its fullest extent to-day by securing the advantages of the Nicholson & Bain Service? An army of trained salesmen, covering Western Canada like a blanket, from Lake Superior to the Pacific, is too strong an ally to overlook.

We are open to quickly and firmly place on the Western market any line not competing with those we already carry. Just write us to-day.

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

Head Office: WINNIPEG, Man. Branches: Regina, Saskatoon, Edmonton, Calgary, Vancouver

A tip on the side, Mr. Grocer



Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

St. George Brand Coffee, 2 doz. in case	**$4.80**
St. George Evaporated Milk, 4 doz. in case	**3.60**
Banner Condensed Milk, 4 doz. in case	**5.25**
Princess Condensed Milk, 4 doz. in case	**4.50**
Premier Machine Skimmed, 4 doz. in case	**3.80**

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

ST. GEORGE, ONTARIO



Have You Been Fined YET?

What are your feelings when the inspector calls for samples of the goods you are selling?

Are you protected by the manufacturer's guarantee as to purity?

IF SO, YOU'RE SAFE

Bear in mind though, that it isn't sufficient for the manufacturer to *simply tell you* the goods are pure!

This won't protect you, but if you obtain from him a Government Warranty on all goods "as pure," *you are absolutely safe.*

For several years we've been sealing every package of our pure food products with this Warranty, which according to Section 33 of the Adulteration Act is the only form which is recognized by the Government as relieving you of all liability.

You are entitled to protection and should demand this Warranty for the protection of your business.

WHITE SWAN SPICES AND CEREALS, LIMITED
TORONTO, ONTARIO

Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 00
Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 24 bars per box	0 85

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 30
Navy chocolate, ½'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ½'s	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case.
Eagle Brand, each 4 doz.	$ 6 25
Reindeer Brand, each 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each 4 doz.	5 60
Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each, 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. tins, 2 doz. to case, weight 35 lbs.	39
1 lb. tins, 4 doz. to case, weight 80 lbs.	38

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb. tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, per lb.	27

Shipping weight, 50 lbs. per case.

MINTO BROS.

MELAGAMA COFFEE.

	Whol.	Ret.
1s, ½s, Grd.	25	30
1s, ½s, B. & G.	32	40
1s only, B. & G.	35	45
1s, ½s, B. & G.	38	50

Packed in 30 and 50-lb. cases. Terms net 30 days prepaid.

(MINTO COFFEE (Bulk)

M Bean or Gr.	38
I Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	28
Spec. Grd. Compound	25

Packed in 25 & 50-lb. tins.

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	$ 1 15
2 oz. bottles, per doz., weight 4 lbs.	2 20
2½ oz. bottles, per doz., weight 6 lbs.	2 50
4 oz. bottles, per doz., weight 7 lbs.	4 00
8 oz. bottles, per doz., weight 14 lbs.	7 50
16 oz. bottles, per doz., weight 23 lbs.	14 40
32 oz. bottles, per doz., weight 40 lbs.	28 80
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

Special Delivered Price for Canada

	Per doz.
½-oz. (4 doz. case), weight 9 lbs., retail each 15c	$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each $1.50	13 00
Pint (1 doz. case), weight 29 lbs., retail each $3	25 00
Quart (1 doz. case), weight 53 lbs., retail each $5.50	47 75
Gallons, each, retail each $20	17 15



The Real Test of Olive Quality

is in their flavor and firmness. Almost any olives will taste good when newly opened, but it is a marked characteristic of

D. W. C. Spanish Olives

that they still retain their freshness and unusually pleasing flavor long after other brands have become tasteless and soggy. Their extra large size, unusual flavor and quality, together with special method of preserving ensure you a large list of pleased customers. Write your nearest agent to-day for trial order.

ROWAT & CO.

Glasgow - Scotland

CANADIAN DISTRIBUTORS

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba, and the North-west; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

Fresh Pork Sausage

This is the Season for Sausages, and they are the very finest goods on the market. Prices are no higher than last year.

Let us book you up for regular shipments every day by express or as required.

Made under Government inspection.

F. W. Fearman Company LIMITED

HAMILTON

THE NAME "FAIRBANK" MEANS SOAP SURETY

Opportunity is Knocking at Your Door



"Let the GOLD DUST TWINS do your work"

GOLD DUST

saves work for your customers by its cleansing power, and GOLD DUST advertising saves work for you by its selling power. One is as searching as the other—just as GOLD DUST itself goes into every nook and corner of the household after dirt. GOLD DUST advertising goes into every corner of the country after customers and sends them to your store.

"Let the Gold Dust Twins do your work."

The N. K. Fairbank Co., Limited

MONTREAL

Carr & Co.'s Carlisle Biscuits

have their own distinct following. People who know good biscuits, use good biscuits, demand good biscuits, are the people who buy Carr's Biscuits.



The mere "say so" that you handle Carr's Biscuits put you into the front rank of a quality salesman.

For prices, etc., write to-day.

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Limited, Montreal; Dunn-Hortop, Limited, Toronto; Hamblin & Brereton, Limited, Winnipeg, Man., and Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.

FISH

For Breakfast
For Luncheon
For Dinner

Fish is now prepared in so many tempting ways that the public are buying and using it more freely than ever before.

No line will show you more profit if a little care is exercised in handling.

We are splendidly equipped to handle this business. Our supplies are obtained in the primary markets. We own and operate our own tugs on the Great Lakes, ensuring constant supply.

Haddies, Ciscoes, Bloaters, Kippers, Halibut, Qualla Salmon, Cohoe Salmon, Trout, Whitefish, Labrador Herrings, Package Codfish, etc. Send for Weekly Price List.

WHITE & CO., LIMITED

Wholesale Fruit and Fish

TORONTO and HAMILTON

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F. O. B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63
	Per jar.
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

WHITE SWAN LYE

Single Cases, 4 doz.	$3 40
3 case lots, 4 doz.	3 30
5 case lots, 4 doz.	3 20

Shipping weight 50 lbs. per case.

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. $ 0.90

List Price.

JELL-O.

Assorted case, contains 2 doz 1 80

Straight.

Lemon, contains 2 doz	1 80
Orange, contains 2 doz	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz	1 50
Cherry, contains 2 doz	1 80
Peach, contains 2 doz	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz 2 50

Straight.

Chocolate contains 2 doz	2 50
Vanilla contains 2 doz	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz	2 50
Unflavored contains 2 doz.	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap. Packed 100 bars to case.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 90
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Boxes.	Cents.
Laundry Starches—	
40 lbs., Canada Laundry	.06¼
40 lbs., Boxes Canada white gloss, 1 lb. pkg.	.06¾
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs., No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs No. 1 white	.06¾
200 lbs., bbls., No. 1 white	.06¾
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water) per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch	.06½
(120-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

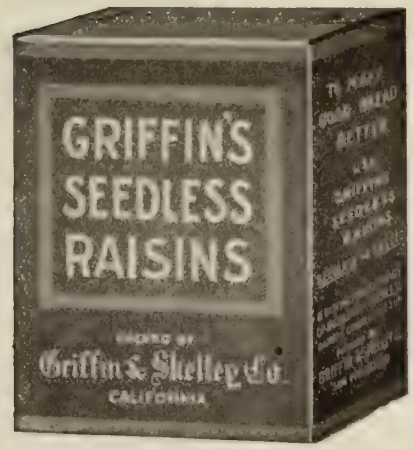
Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06¾
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07¼
Barrels, 200 lbs.	.06¾
Kegs, 100 lbs.	.06¾
Lily White Gloss—	
1-lb. fancy cartons cases 30 lbs.	.07¾
8 in case	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08¼
Kegs extra large crystals, 100 lbs.	.07¼
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06½
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07¾
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07¾

(20-lb. boxes ¼c higher than 40's.

Griffin on the Label







Means Quality on the Table

PACKED BY

GRIFFIN & SKELLEY COMPANY, San Francisco

FOR SALE BY ALL WHOLESALE GROCERY HOUSES

If it's a BARR—it isn't a machine you buy —it's an absolute mechanical BRAIN!



Barr Register Counter Cabinet Style.—(Closed)

Your Barr Account Register will do more for you than any bookkeeper. It keeps your customers' accounts posted right up to the minute and makes **prompt** collections easily possible. Every live merchant needs this invaluable assistance. It solves the problem once for all of the quick handling of many credit accounts.

The BARR does more in less space

One of the many big advantages of the BARR is its economy of space. We can handle 1,000 accounts in about one-third the space required by some systems and give you faster, better service. Do you find your credit accounts growing at this time? Don't you wish to keep a closer tab than ever on many, if not all of your credit accounts? Here is the way:

By all means investigate the BARR Account Register. It should certainly save its cost in one year in your store

No trouble from ANY source if you buy a BARR!
The Barr Register is a bona-fide Canadian invention, fully protected by valid patents. There never have been any legal proceedings against above patents, nothwithstanding all competitors' talk to the contrary. We make this announcement as we understand that some merchants have been imposed upon and induced to buy other Account Registers through such talk. (Signed) Barr Registers, Limited.

Write to-day for full information.

Barr Registers Limited

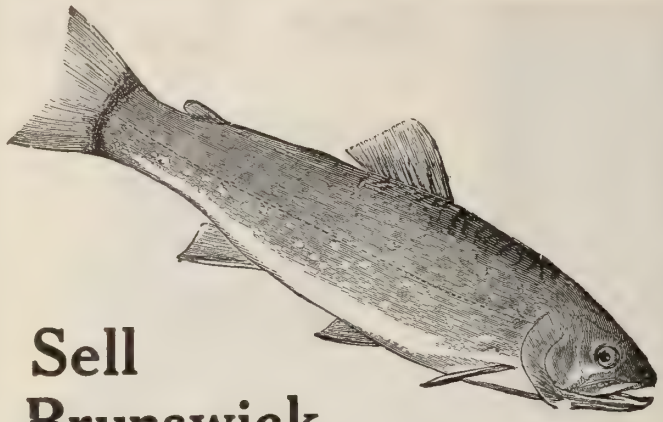
TRENTON, ONTARIO

GREAT BRITAIN—Head Office, Dacre House, 5 Arundel St., Strand, London, W.C.

FACTORY—Birmingham, England.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper



Sell Brunswick Brand Sea Foods for Profit and Reputation

They will win for you a larger and more profitable fish trade. The high quality and moderate price of **"Brunswick Brand" Sea Foods** has produced a large trade, which combined with conscientious business methods is constantly increasing. They are proven winners and will add to your prestige as a dealer of quality goods.

Located close to the fishing grounds we get the pick of the fishermen's catches—Our plant is modern and strictly sanitary, one of the largest on the Atlantic Coast.

Here are a few of our satisfaction-giving leaders:

¼ Oil Sardines.
¾ Mustard Sardines.
Finnan Haddies (oval and round tins)
Kippered Herring
Herring in Tomato [Sauce
Clams
Scallops

Connors Bros., Limited
Black's Harbor, N.B.





OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, 50; Chinese Washing Powder, 8 oz., 120 pack., per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, $7.20.

COW BRAND BAKING SODA.
In boxes only.

Packed as follows:	
5c packages (96)	$3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 ½ lb. 60 } Packages, Mixed.	3 30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85
Barrels, 700 lbs.	3¾
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4¼
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	3 00
5-lb. tins, 1 doz. in case	3 35
10-lb. tins, ½-doz. in case	3 25
20-lb. tins, ¼-doz. in case	3 20

(5, 10 and 20-lb. tins have wire handles.)

CANNED HADDIES
"THISTLE" BRAND.
A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	$5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case.. 4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.
Gingerbread Brand.
2s, Tins, 2 doz. to case.

Quebec, per case	$1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70

DOMOLCO BRAND.
2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case.	3 55
British Columbia, per case.	2 40

SAUCES.
PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz. cases, doz.	1 75

H. P.

	Per doz.
H. P. Sauce—	
Cases of 3 dozen	1 90
H. P. Pickles—	
Cases of 2 doz. pints	3 25
Cases of 3 doz. ¼-pints	2 20

STOVE POLISH.
JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 10

TEAS.

THE SALADA TEA CO.
East of Winnipeg.

	Wholesale.	R't'l.
Brown Label, 1s and ⅛s	.29	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.35	.45
Red Label, 1s and ⅛s	.41	.55
Gold Label, ⅛s	.49	.65
Red-Gold Label, ⅛s	.55	.80

ORANGE MARMALADE.
"BANNER BRAND" PURE FRUIT PRODUCTS.
JAMS AND JELLIES.

2's	$2 15
4's	0 85
5's	0 42
7's	0 60
30's, wood	0 08
12-oz. glass jar	1 15
Tumbler, glass	0 95

MARMALADE.

2's, per doz.	$2 80
4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
30's, wood, lb.	0 08¾
12-oz. glass jar, doz.	1 20
Tumbler, glass, doz.	1 00

Prices subject to change without notice.

MINTO BROS., Limited.
Toronto.

We pack in 60 and 100-lb. cases. All delivered prices.

MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or ½s.	0 29	0 35
Green Label, 1s, ½s, ¼s	0 32	0 40
Blue Label, 1s, ½s, ¼s	0 37	0 50
Yellow Label, 1s, ½s, ¼s	0 42	0 60
Purple Label, ¼s only	0 55	0 80
Gold Label, ¼s only.	0 70	1 00

MINTO TEA.

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs.,	1 15

IMPERIAL TOBACCO CO. OF CANADA, LIMITED.
EMPIRE BRANCH.

Black Watch, 7s, ½ butts, 9 lbs., boxes 6 lbs.	$0 53
Bobs, 6s and 12s, 12 and 6 lbs.	0 46
Currency, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 46
Stag Bars, 6s, ½ butts, 12 lbs., boxes 6 lbs.	0 45
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 67
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 67
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 67
Shamrock, plug, 7½s, ½ butts, 12 lbs., boxes 6 lbs.	0 57
Empire, 7s and 14s, caddies 15 lbs., ¼ caddies 6 lbs.	0 52
Great West, pouches, 9s	0 67
Forest and Stream, tins, 11s, 2 lb. cartons	0 89

UNCHANGED!

From Coast to Coast the price on

WETHEY'S

CONDENSED MINCE MEAT

is absolutely unchanged.

THERE HAS BEEN NO ADVANCE.

We have protected the trade and ourselves for some time to come.

J. H. Wethey, Limited

ST. CATHARINES, ONTARIO

California Late Valencias

We can still supply you with all sizes. Extra Fancy Quality. Sweet and Juicy.

GRAPES

If you have not yet picked out a line of Malagas for your Xmas trade, let us do so for you. We have a great many lines to choose from. Also Fancy California Emperors —Put up in 50-lb. drums.

THE HOUSE OF QUALITY

Hugh Walker & Son

Established 1861

Guelph and North Bay

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S.**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

"Made in Canada"

Brooms of Quality

to introduce our

CANADA LINE

Please note the following:

Special Prices

Sample Order Solicited

Fine Polished Colored Handles

No. 1	CANADA,	5	stg. - -	$4.50
" 2	"	4	" - -	4.00
" 3	"	4	" - -	3.75

6-doz. Lots and up delivered (Ontario)

Walter Woods & Co.

HAMILTON

Buyers' Guide

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

Dr. JACKSON'S

ROMAN MEAL

Made in Toronto

ROMAN MEAL CO.

MONARCH ROAD

"TRENT LOCK"

EGG FILLERS

FOR 30 DOZEN CASES

FOR ONE DOZEN CARTONS

THE TRENT MFG. CO., LTD.

TRENTON, ONTARIO, CANADA

Sell Fence Posts to your Farmer customers.

For Prices apply to the

Lakebourne Farms Limited

Brighton, Ont.

SUCHARD'S COCOA

The Highest Quality

Most Reasonably Priced

"Quality" Cocoa

On Sale Anywhere.

FRANK L. BENEDICT & CO.

Agents Montreal

WRITE TO

10 Garfield Chambers, Belfast, Ireland, for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

A want ad. in this paper will bring replies from all parts of Canada.

STORAGE IN OTTAWA

BOND AND FREE

Direct Railway connection. Car distributing. Write for rates.

Dominion Warehousing Co., Ltd.

Phone R54. 46 to 56 Nicholas St., Ottawa.

THEY ARE GOOD OLD STAND-BYS

Baker's Cocoa and Chocolate



Registered Trade-Mark

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

The failure to stock some standard commodity may be the means of a merchant losing trade.

Mathieu's Nervine Powders



are recognized everywhere as a specific remedy in all cases of headaches, and they can be recommended by every merchant with perfect safety as an effective remedy. Don't lose trade by allowing your supply to run short.

If you don't know them, try Mathieu's Nervine Powders yourself at our expense as per coupon attached.

For all forms of colds Mathieu's Syrup of Tar and Cod Liver Oil is recognized as a safe and effective cure.

The J. L. MATHIEU CO.

Proprietors

Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name .....

With (Name of firm) .....

Street .....

City or town .....Prov.....

HOLLAND RUSK

No other food product compares with Holland Rusk. It is in a class by itself and will bring and hold trade for you. Order from your jobber to-day.

HOLLAND RUSK COMPANY

HOLLAND, MICH.



KINDLY MENTION THIS PAPER WHEN WRITING ADVERTISERS

This is the Market Place of Progressive Grocers Throughout Canada

Use this page for making your wants known. You will find it most productive of replies, not replies written merely out of curiosity, but from parties genuinely interested in your proposition. Use it when you require a competent manager, salesman or a clerk for your store, when you want to dispose of second-hand fixtures, etc., or to sell or buy a business. Try it out. Send along your advertisement right now, someone will look down these columns next week for just such a proposition as you have to offer.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

MISCELLANEOUS

HAVING A LARGE WAREHOUSE WITH room for storage and an organization with travellers covering all of Canada, are open for one or two agencies that will go with our line, grocery sundries. Apply Box 64, care of Canadian Grocer.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE INSURE IN THE Hartford. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

DO YOU WANT TO SELL OR BUY A business? If so, write Moore Bros., Business Brokers, 802 Lumsden Bldg., Toronto, Ont. (2711)

WANTED

WANTED—ENERGETIC MAN TO SECURE subscriptions and renewals to Maclean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Ontario.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

WANTED—A POSITION IN GROCERY AS clerk or manager. Am now manager of Grocery Dept. of Best Grocery Store in the Boundary. Address, C. J. Allen, Greenwood, B.C., Can.

TRAVELLER CALLING ON THE GENeral trade, with good connection in Saskatchewan, wants one or two lines on commission. Box 1692, Saskatoon, Sask.

FOR SALE

STORE FOR SALE—DOING A STRICTLY cash business of about $1,000 per month. Clean stock of about $1,500. Post office in connection. Apply Postmaster, Fort Pitt, Sask.

GROCERY STORE TO RENT — OWNER very ill. William Johnston, 184 Christina St., Sarnia, Ont.

THREE LIVE GROCERY STORES FOR sale—in one of the best Western Canadian cities. Each store selling over $60,000 a year, all cash; old established business; will sell together or separately. This is a real snap for a progressive grocer. Owner retiring from retail trade. Reply to Box 65, Canadian Grocer.

PEANUT BUTTER IS CONCENTRATED nourishment. One pound equals three pounds of beefsteak or forty eggs in food value. This great economizer can be retailed at 30c per pound in Canada and supplied by your jobber. Write Bayle Food Products Co., original manufacturers, St. Louis, Mo., U.S.A., in the heart of the peanut country.

GROCERS' COUNTERS AND SHOW CASES at 25% to 50% below regular price to clear stock. Special sale of samples and Exhibition cases from Oct. 1 to 15. All new goods at reduced prices. Call at special sales rooms, 120 Bay St., Toronto, or write for particulars to Jones Bros. Co., Limited, 29-31 Adelaide St. W., Toronto.

GENERAL STORE AND MEAT MARKET—phone central, in connection. On Calgary and McLeod branch C.P.R. Stock $5,500.00, turnover $1,500.00 per month. Living rooms above store. Reply to Box 57, Canadian Grocer Toronto.

FOR SALE—AN ADVERTISEMENT UNDER this heading would be seen by practically every progressive grocer in the Dominion. This means that it will be read by the very man who is in need of such a coffee mill, cash register, cheese cutter, showcase, etc., that may be standing idle in your store, and which could be turned into money by an outlay of just two cents a word. See our rates above and send your ad. along to-day.

FOR SALE — LIGHT AMBER HONEY IN 60 lb. cans. Apply L. Livesay, Onondaga, Ont.

GROCERY STORE FOR SALE — EXCELlent proposition. Stock and fixtures about $3,500. Turnover $13,000 to $14,000 yearly. Will sell property with business or rent. Illness reason of selling. Good buy for quick sale. Box 59, Canadian Grocer, Toronto.

AGENCIES WANTED

WANTED—AGENCIES FOR CONFECTIONery, biscuits, jams, canned goods and other grocery lines, on commission. R. C. Webber, 79 Merrick St., Hamilton.

AGENCIES WANTED FOR OTTAWA CITY —any line. Commission. Box 63, Canadian Grocer, Toronto, Ont.

WANTED—ONE OR TWO GOOD LINES ON a commission basis for Province of Nova Scotia by traveller having first-class connection with druggists, grocers and general store trade. Box 66, Canadian Grocer, Toronto.

What Do You Earn?

Don't think us impertinent. We want you to put the question to yourself, and to supplement it with the further question, "Could you earn any more?"

Certainly you could, if your wasted evenings could be used to advantage.

Why not let The MacLean Publishing Company help you out? They will appoint you circulation solicitor in your district for MacLean's Magazine.

When you have tried it you may find it pays you well enough to give your whole time to it. That has been the experience of many before you.

The MacLean Pub. Co.

143-153 University Ave.

TORONTO

Place Your Christmas Window in the Contest

This year *Canadian Grocer* will have as usual a Christmas window competition open to grocers and their clerks. When you have your best window in shape, have it photographed and entered in the race. It may be in the money.

Selling Power, Attractiveness and Originality

will be the basis of judgment. Windows must be trimmed with Christmas goods.

Photographs must be mailed before December 31. See that photographer gets good picture and give description of the window.

The Prizes

Towns and Cities over 10,000 Population		Centres under 10,000 Population	
1st Prize - - -	$5.00	1st Prize - - -	$5.00
2nd " - -	3.00	2nd " - -	3.00
3rd " - - -	2.00	3rd " - - -	2.00

The Christmas Ad. Writing Contest

For the best Christmas newspaper advertisement submitted by end of year *Canadian Grocer* will give a prize of $3; to the second best, $2. Clip it from the newspaper and briefly outline your ideas concerning advertising and its selling advantages.

Address:

THE EDITOR, CANADIAN GROCER

143-153 University Avenue

TORONTO

Are You Interested?

In Buying a Business,
In Selling a Business,
In Engaging a Clerk,
In Securing a Position,
In Securing a Partner,
In Disposing of Second-hand Fixtures,

Then you should use
Canadian Grocer's Classified Ad. Columns.

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

No Other Paper Reaches All These Men.

RATES:
(payable in advance)

2c per word, first insertion.
1c per word, subsequent insertions.
5c extra per insertion when replies are to be addressed c|o Canadian Grocer.

Canadian Grocer
143-153 University Ave., Toronto

Apples

We will pack
10,000
barrels
of the celebrated Georgian Bay Apples this Fall. Place your orders early.

LEMON BROS.
Owen Sound, Ontario

NEW

St. Nicholas
Puck
Queen City
Kicking
Messina Lemons

ARE ON THE WAY

J. J. McCABE
Agent
Toronto

Would you like a
UNIVERSITY EDUCATION?

Scattered up and down this great country of ours there are a number of young men who have the ambition to **make good** in every sense of the word, to whom a University training would act as a spur to greater success. If you are one of these ambitious, go-a head young men, we offer you the opportunity to realize your ambition.

Our proposition has already helped many, let it help you. The work is pleasant and healthful, besides the training we give you in salesmanship will always be of great service to you in whatever work you finally engage in.

In every city and town in the Dominion there are many business men and private residents who would appreciate your interest in bringing

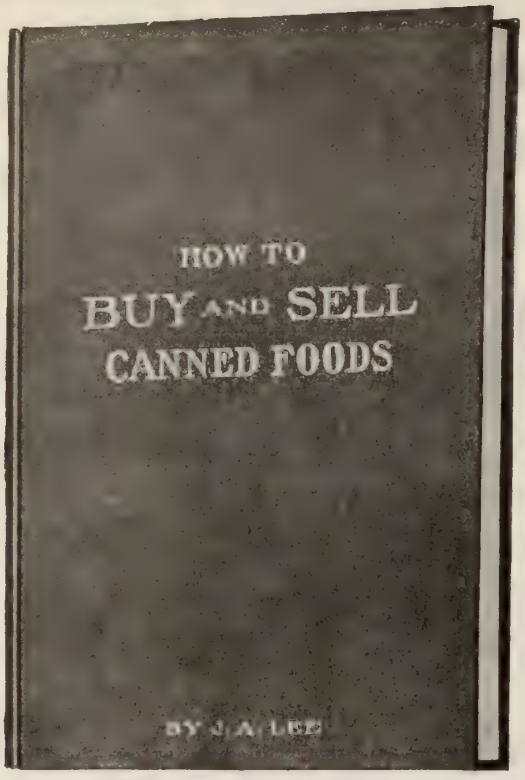
MACLEAN'S MAGAZINE

to their notice. It is **the** Magazine of Canada and is winning its way into the confidence of every Canadian reader of high-class matter.

A liberal commission is allowed on all subscriptions, and the spending of a few hours a week will easily enable you to realize your ambition and enter the University next fall.

If you are interested, write us at once and we will forward full particulars.

MACLEAN PUBLISHING CO.
143 University Avenue Toronto, Ont.



A Practical Text-Book of the Canning Trade

it was written by a practical man for practical men and intended to help all distributors of canned foods.

INDEX TO CONTENTS

Origin and History of Canned Foods.
How to Regulate Stocks and Purchases.
Apparent and Real Costs.
How to Handle Swells, Leaks and Rusties.
How to Prevent Business Leaks and Stealages.
Buying and Selling Futures in Canned Foods.
Use and Expense of Samples.
Arrangement of Samples in Salesroom.
Employment and Training of Salesmen.
Selling Points Applied to Canned Foods.
A Model Business Organization.
Advantages and Disadvantages of Private Labels.
Advantages and Disadvantages of Packers' Labels.
Window and Counter Displays; Illustrated.
Hard Work and Hard Play.
Established Standards of Quality; for Corn, Peas, Tomatoes and other articles. Also standard sizes and kinds of cans used.

How to Buy, Grade and Sell Canned Apples, Asparagus, Beets, Blackberries, Blueberries, Cherries, Clams, Corn, Crabs, Gooseberries, Hominy, Kraut, Lima Beans, Lobster, Meats, Milk, Okra, Oysters, Peaches, Pears, Peas, Pineapple, Plums, Pork and Beans, Pumpkin, Raspberries, Red Kidney Beans, Salmon, Sardines, Spinach, Squash, Strawberries, Stringless Beans, Succotash, Sweet Potatoes.

This book contains more than 200 pages, is handsomely bound in cloth, printed in neat, clear type, on eggshell finish paper, completely indexed and well illustrated. Price $2.15 per copy, postage paid.

The McLean Publishing Company, Ltd.
Book Department
143-153 University Ave. TORONTO

A well-filled Pocket Book

is a guarantee against hard times. Many persons of moderate income are increasing their salaries by representing us during their spare time. Our representatives are earning from five to thirty dollars a week during their off-time by taking new subscriptions and renewals for MacLean's Magazine and The Farmer's Magazine among their friends and acquaintances.

MacLean's Magazine is the largest and most influential monthly in Canada, presenting articles on national subjects and strong Canadian fiction in addition to a digest of world events.

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ESTABLISHED 1885

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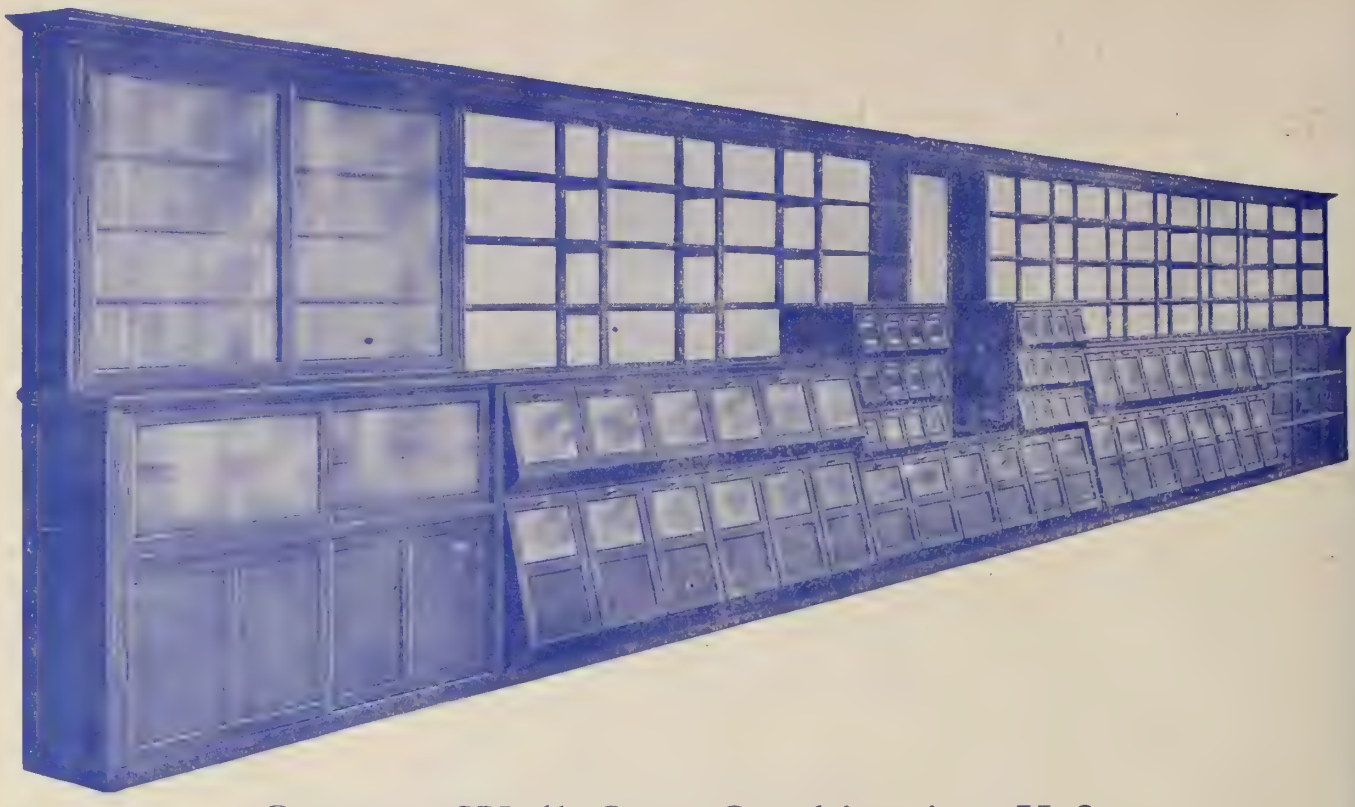
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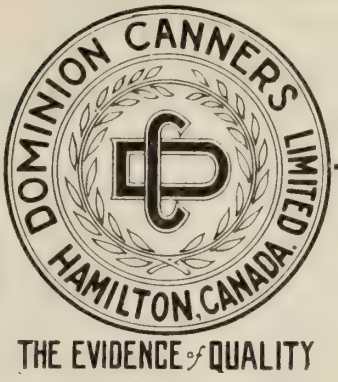
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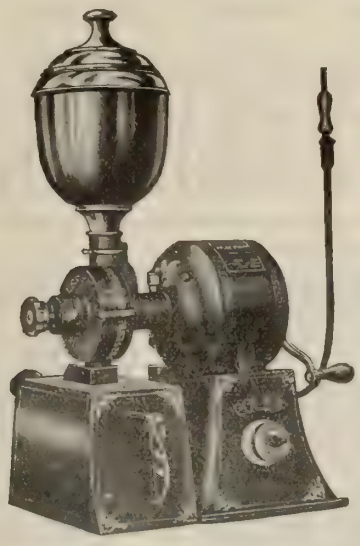
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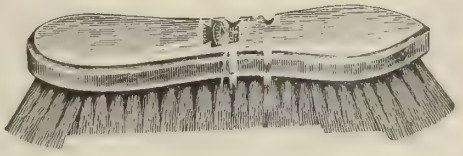
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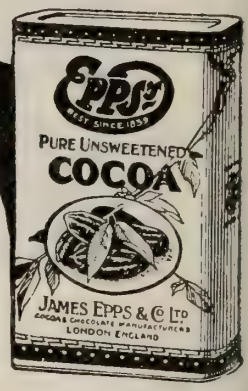
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"EXTRA SPECIAL" ADVERTISING OFFER



In every tin of Epps' Cocoa or Cooking Chocolate there is a Coupon corresponding in value to the price paid for the tin—10c or 25c. The label panel of tins sent out from the factory before this scheme was started will be accepted as coupons. They have been specially marked.

EVER SINCE 1839 THOUSANDS OF DISCRIMINATING HOUSEKEEPERS ALL OVER THE WORLD HAVE USED EPPS' PREPARED COCOA WHICH CONTAINS AN ADMIXTURE OF ARROWROOT AND SUGAR MAKING A MOST DELICIOUS AND NOURISHING DRINK. . . EPPS' PREPARED COCOA WILL BE SOLD AS USUAL. BUT FOR THE BENEFIT OF THOSE WHO PREFER A PURE UNSWEETENED COCOA WE ARE INTRODUCING A NEW TIN WHICH IS NOW BEING SOLD BY ALL GOOD GROCERS.

AS A SPECIAL ADVERTISING OFFER we are giving a large box of Epps' delicious chocolates in return for Epps' Coupons, to the nominal value of $3.00. The following Coupon will be accepted but ONLY ONE FREE Coupon will be allowed in making up the required value of $3.00.

Have you stocked Epps's New Cocoa yet?

Send in your order to-day for 3 dozen (or more) and we will send you a box of Epps's Delicious Chocolates **FREE**

A new stock has just arrived of EPPS'S Christmas Confectionery

Samples sent on request

Cut out this Coupon NOW.

DO IT NOW.

Epps's BEST SINCE 1839

PURE UNSWEETENED COCOA COUPON

We will send you free of charge a Handsome Gift of Epps's Delicious Chocolates (finest quality) in exchange for Coupons to the nominal value of $3, taken from any tins of EPPS'S PREPARED COCOA, EPPS'S PURE UNSWEETENED COCOA, EPPS'S COOKING CHOCOLATE and

When you have collected the requisite number of coupons, place them in an envelope, taking care to *enclose your name* (state Mr., Mrs., or Miss) and full address, fix stamp on envelope, and address it to:—

VALUE NUMBER **25** CENTS.

GIFT DEPARTMENT,
FREDERICK E. ROBSON & CO.,
25, Front Street East, TORONTO, Ont.

COUPONS MUST BE SENT IN BEFORE JULY 31st, 1918 and will not be accepted if cancelled or defaced.

This advertisement will appear in the Leading Newspapers

CLARK'S PORK AND BEANS



MADE IN CANADA BY A

CANADIAN FIRM

FROM CANADIAN PRODUCTS

W. CLARK, Limited, Montreal

JAPAN TEAS

FURUYA and NISHIMURA

BLACK JACK

QUICK
CLEAN
HANDY



TRY IT

SOLD BY
ALL
JOBBERS

¼-lb. tins—
3 doz. in case

TEA LEAD

(Best Incorrodible)

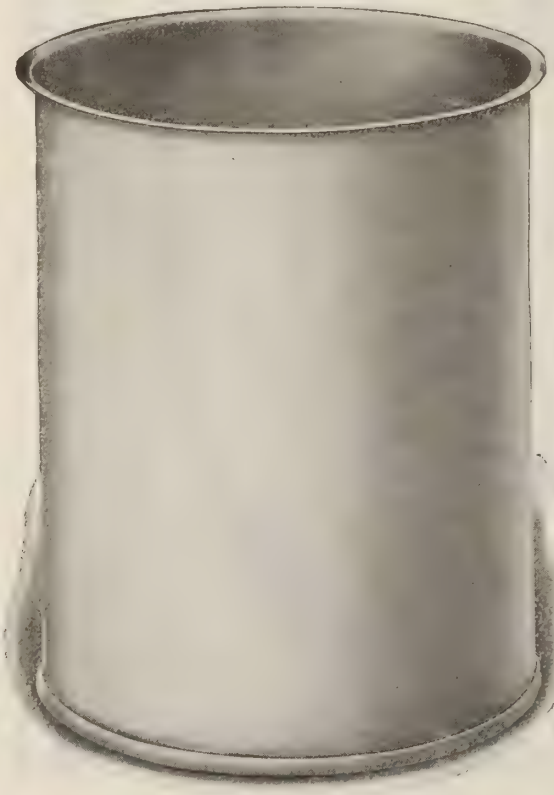
Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS Ltd.

Tel. Address: "Laminated," London. LIMEHOUSE
A.B.C. Codes used 4th & 5th Editions LONDON, E., Eng.

Canadian Agents: HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL



Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

St. Lawrence Granulated

If your trade prefer a certain sized grain of sugar you can get exactly what they want by specifying

Red Label for fine grain granulated
Blue " " medium " "
Green " " coarse " "



His wife makes such good coffee

She uses Symington's Coffee Essence—her grocer introduced this quick and easy way of making delicious coffee to her. He sells the regular supply to this home, as well as hundreds of others. The customers like it and he makes a good profit. You can get it from your wholesaler.

SYMINGTON'S COFFEE ESSENCE

Reg'd Trade Mark

Agents: Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

THOS. SYMINGTON & CO., Edinburgh and London



LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions
Tea Lead—all gauges and sizes
Metal Bottle Capsules—any size, color or stamping
Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use — stating qualities — We will give you BEST QUALITY — BEST DELIVERY — BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road LONDON N., ENGLAND

Holiday Goods

Look at These Lines

ARE YOU DOWN-HEARTED? NO!

BUSINESS IS AS USUAL

1,000 Cases PEACHES, 2's—
Heavy Syrup, BURLINGTON BRAND .....$1.25 doz.

1,000 Cases WILLIAMS' No. 16 PREPARED MUSTARD—
Fruit Jar .....$1.35 doz.

1,000 Doz. FINEST QUALITY "BROOMS"—
Fancy, from $2.50 to.....$5.50 doz.
Freight allowed up to 40c per 100 lbs.

1,000 Boxes BEVAN'S TABLE RAISINS and SHELLED ALMONDS—
14 lbs. and 28 lbs.
Raisins, boxes 22 lbs., packages 16 oz. and 8 oz.

1,000 Boxes GRIFFIN & SKELLEY "SEEDED" and "SEEDLESS" RAISINS—
Packages.
"Fancy," "Choice," "Thompsons."

1,000 Tapnet's FAMOUS **"COMADRE FIGS."**
Quality extraordinary fine.
All the above 1914 Crop.
Now in store.

To Arrive Shortly

1,000 Boxes "GREEK" and "SMYRNA" CLEANED SULTANA RAISINS,
Loose and 16 oz. packages.

We have also several other nice lines coming later.
LOOK FOR THEM.

What About Teas?

All our contracts have been filled.
We are receiving large lots every day.
WE CAN SUPPLY YOUR WANTS AT REASONABLE PRICES ALWAYS.
3,600 PACKAGES actually received into store once a month, and mostly sold and delivered, including JAPAN, CEYLON and CHINA BLACK.
Get in touch with us at all times, we can accommodate you.

Prices always reasonable. Satisfaction guaranteed.

L. CHAPUT, FILS & CIE, Limitée

Wholesale Grocers and Importers **MONTREAL**

RICE

A Live Dealer is quick to take advantage of the unusual—to make capital of "interest" to increase sales. Here is a chance! During Advent (Nov. 29th to Dec. 24th) thousands of Canadians will eat no meat. What cheaper or better food could you offer a customer than—

MOUNT ROYAL RICE

Rice is the staple food of millions. It is used Summer and Winter, but December is the best month. Be sure to have a good stock. MOUNT ROYAL RICE is an economical, nourishing, tasty food — good for your customer, profitable for you. Our 12½ and 25-lb. bags are right for family use.

Order rice from wholesaler— *—We ship direct*

Mount Royal Milling & Manufacturing Co.

D. W. ROSS COMPANY, Agents

MONTREAL

Absolutely Air-Tight and Always Secure

If the most prominent Canadian jam manufacturers think SECURITY as important an attribute to the quality of their products to necessitate Anchor Caps—what about **your** product? These manufacturers' lines are among the foremost in their class, and their unexampled growth is a sure indication of the dealer's and consumer's appreciation of SECURITY.



Why wait until your product is ousted from its rightful class, to a secondary place in the opinion and favor of the people? Get Anchor Cap SECURITY—**NOW**, and thereby lay the foundation for unprecedented growth. Ask us to send you catalogue and particulars **to-day**.





The Anchor Cap & Closure Corp. of Canada, Limited







Sudbury St. West, Foot of Dovercourt Road, Toronto

Sudbury St. West, Foot of Dovercourt Road, Toronto

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Established 1859.
GEO. STANWAY & CO.
TORONTO
Agents for Pritchard Rice Milling Co., Houston, Texas, Rices. Alexander Molasses Co., Cincinnati, for best grade Molasses. Phoenix Packing Co., California dried fruits.

Two Good Agencies Wanted for
CITY OF OTTAWA
(best of references)
Martin M. Walsh
Care Canadian Grocer

We are large buyers of
Evaporated Apples and White Beans
Wire or write us.
W. H. Millman & Sons
Grocery Brokers
TORONTO

The Condensed Ads. in this Paper will bring good results

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents and Importers.
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

HENRI DE LEEUW
28 Front Street E. TORONTO
I solicit Agencies of large Canadian Packers, Evaporators, Flour Mills, either for Canada or abroad. Submit me prices and samples. I have large foreign enquiries.

WESTERN PROVINCES.

GEORGE E. MEASAM
Wholesale Grocery Broker and Manufacturers' Agent.
Splendid warehouse space. Cold Storage in connection.
P. O. BOX 1721,
Edmonton - - - - - Alberta.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

G. C. WARREN, REGINA SASK.
Importer, Wholesale Broker and Manufacturers' Agent.
Trade Established, 15 years.
Domestic and Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

W. H. Escott Co.,
LIMITED
Wholesale Grocery Brokers and Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

COCKBURN-NOLAN CO.
Limited
Importers, Brokers and Commission Merchants
Representing Pugsley-Dingman Co., Limited. Canned Foods, Limited.
312-314 Ross Avenue, Winnipeg.

A want ad. in this paper will bring replies from all parts of Canada.

WESTERN PROVINCES—Continued.

H. G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY
IMPORTER & BROKER
Specials just landed:—
CITRIC ACID TARTARIC ACID
OIL OF LEMON SALTPETRE
757-759 Henry Ave. WINNIPEG

Ruttan, Alderson & Lound, Ltd.
Successors to
RUTTAN & CHIPMAN
Commission Brokers
WINNIPEG. MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street, - Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.

QUEBEC.

SPLENDID CONNECTION
Amongst the Jobbers and Retailers.
I am open for a few more agencies, and can handle them to advantage.
Have You a Line of Candy Gross Goods?
The CLAUDE BEAUCHAMP Imports Limited.
223 Commissioners St., Montreal.

When writing advertisers kindly mention having seen the ad. in this paper.

SAFETY FIRST!

Insure Your Income by Keeping Informed

on general business conditions that may affect the earnings of enterprises in which you are interested.

READ

The Financial Post
(of Canada)

"THE CANADIAN NEWSPAPER FOR INVESTORS"

which presents weekly in popular form reliable information respecting investments and business affairs in Canada.

Single Copies, 10c. *Annual Subscription, $3.00*

DETACH HERE

The Financial Post of Canada,
143-153 University Avenue, Toronto.

Dear Sirs,—

Please enter me as a regular subscriber, commencing at once. I [am enclosing / will forward] one dollar to pay for my subscription for first four months.

NAME.....

ADDRESS.....

(C. G.)

In Every Drop of MAPLEINE

we have put the quality that gives lasting and delightful flavor.

Order yours from

Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont., Can.

Mason & Hickey, 287 Stanley St., Winnipeg, Man., Can.

CRESCENT MFG. CO.
SEATTLE, WASH.



OAKEY'S WELLINGTON KNIFE POLISH



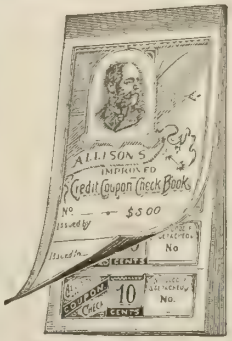
JOHN OAKEY & SONS, LIMITED.
LONDON . ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermed St., Winnipeg.

20th Century Retailing DEMANDS the use of

ALLISON COUPON BOOKS



You can't get away from credit business without driving away trade. And if you don't use **Allison Coupon Books** you are bound to lose some money on credit accounts. Allison Coupon Books make credit business "good as gold."

HERE'S HOW THEY WORK:

When a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No passbooks, no charging, no time wasted, no errors, no disputes.

For Sale Everywhere by Jobbers.

ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

Stock NOW for Christmas Trade

Sterling BRAND

MUSTARD
CREAM
SWEET MUSTARD
PICKLES
and RELISHES

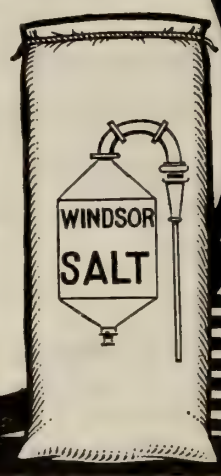
—just the right nip of tempting deliciousness to set off the Christmas dinner.

T. A. Lytle Co., Limited
Sterling Road -:- TORONTO

Mr. F. D. Lea has joined our processing staff as manufacturer of mustards and mustard relishes.

WINDSOR TABLE SALT

is just clean, pure Salt, refined to the highest degree of purity, in the most modern Salt works on the continent.



Canadian Salt Co., Limited
WINDSOR, ONT.

Furnivall's FINE FRUIT PURE JAM

To consider the public's tastes and pockets conscientiously; to take into account your own future profit and business expansion, is to invariably suggest FURNIVALL'S—the Jams of ultra-quality, purity and fine flavor. Your first order is ready to pack. Shall we ship to-day?



Furnivall-New
LIMITED
Hamilton, Ont.

AGENTS: Halifax, B. C. Woodworth, 533 Robie St.; St. John, N.B., W. W. Chase, 79 Paradise Row; Montreal, W. S. Silcock; Ottawa, J. A. Cote; Toronto, Dunn-Hortop Co.; Fort William, W. F. Elliot; Winnipeg, H. P. Pennock & Co., Ltd.; Edmonton, Alta., Geo. C. Benjamin, 629 Fourth St.; Jackson's, Limited, Calgary; Grocers' Specialty Co., Hamilton, Ont.

We take much pleasure in informing you that we have a full range of

JAPAN TEAS

now on spot, of the following well-known marks:—

Komachi, Basket-Fired Japan, in 80-lb. packages
Matchless Japan, in 25, 50 and 80-lb. packages
Earl of Minto, No. 1, in 25, 50 and 80-lb. packages
Earl of Minto, No. 1 (in Fancy Drop-Lid Tin), 25. 50 and 80-lb.
Earl of Minto, No. 2, in 80-lb. packages
Carnival, in 80-lb. packages.

We also have a full range of China, Indian and Ceylon Teas. Quotations and samples cheerfully forwarded on application.

When ordering Bulk Tea and Coffee, don't forget to order our favorably known "MELAGAMA."

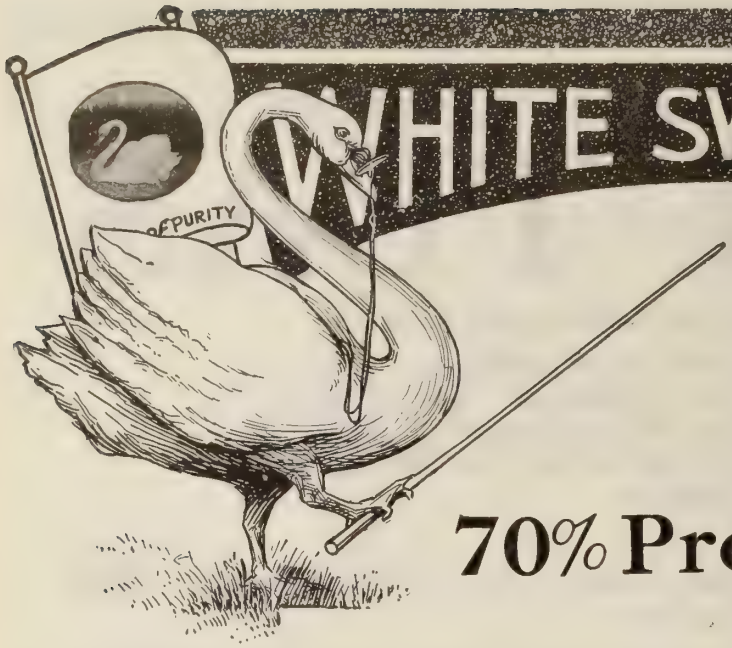
MINTO BROS., LIMITED
TORONTO

Most people insist upon having

CHASE & SANBORN'S
High-Grade Coffees

If you don't sell them you are driving some good trade away from your store.

Chase & Sanborn, - Montreal
HIGH-GRADE COFFEES



Does 70% Profit Interest You?

You have often had customers complain that they did not like that last Flour they got from you, because it did not bake up into the usual light loaves. The chances are the Flour was all right and the Yeast was all wrong.

We are all in business for the money we can make, and you know how much good it has done your trade every time you have introduced a new line that pleased your customers by giving entire satisfaction, as WHITE SWAN Yeast cakes always do—and a line that brings you in a Nett profit of 70%.

WHITE SWAN Yeast cakes are listed at $1.20 per case of 3 dozen 5c packages, with a special quantity discount to retailers, reducing the cost to less than $1.06 per case. We do not ask you to buy a large quantity all at once. You can keep your money in the Bank—purchase from your Jobber as you need it—save up your due bills, which are contained in every case, and when you have 10 sign and send to us, and we will see that you are supplied with 1 case absolutely free of charge. Save up 22, and we will redeem for 3 cases free. This means, Mr. Dealer, that every time you pay out $1.00 for WHITE SWAN Yeast cakes you get in return an actual profit of 70 cents. Doesn't that make it worth your while to handle WHITE SWAN?

Also packed in small cartons containing 1 dozen 5c packages for trial orders at 45c. We will gladly mail a carton, all charges paid, to start you in on this co-operative plan.

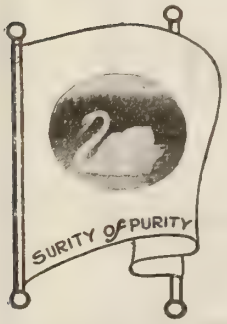
We do not guarantee the sale, but we do guarantee the goods, and in every case there is a warranty protecting you against stale goods, because we could not afford to have bad Yeast on the market, and you could not afford to hurt your trade by selling anything but absolutely fresh stock. Remember we are not asking you to purchase a quantity—but we are giving you just the same price as though you purchased 25 cases outright.

This special bonus is absolutely irrespective of the regular discount to which jobbers are entitled, and applies to goods whether purchased through the Jobber or direct. Every full-sized case of three dozen packages contains a due bill, and there are no strings attached to the proposition.

Now, Mr. Business Man, we are supplying you with the best Yeast cakes on the market—we are looking after your interests as regards profits—we are protecting not only you, but your customers, against stale goods, and the possibility of failure in baking—believing that you will join with us in pushing the sale of WHITE SWAN Yeast cakes.

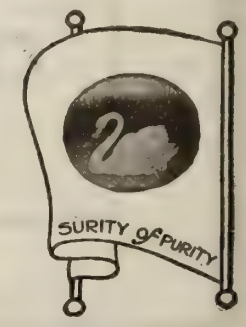
You know us—you know our methods—you know that "WHITE SWAN" is your "SURITY OF PURITY." And our money-back guarantee permits you to return at any time any WHITE SWAN Goods that are not found entirely as represented, or which prove unsatisfactory in any way.

Order from your jobber or direct.



White Swan Spices & Cereals, Ltd.

TORONTO



UNIFORMITY

The unvarying good quality made possible by skilful blending and constant watchfulness has been an important factor in the history of

"SALADA"

The consumer knows that whenever or wherever she buys a package of "SALADA" that her taste will not be deceived by any variations in flavour. Would not this reason alone give you full confidence to recommend?

THIS IS ONE VERY GOOD REASON WHY EVERY THIRD POUND OF TEA SOLD IN ONTARIO IS **"SALADA"**

"SALADA"

Montreal **TORONTO** **London, Eng.**

Don't Freeze Your Profits



Catsup cannot be safely shipped in zero weather. Every frozen bottle is a dead loss.

Get your season's supply in now before the severe weather.

Order from nearest agent or direct.

Fretz Limited

Hamilton, Ont.

Amos B. Gordon Co., Toronto
A. A. Adams, - Hamilton

A "Eureka" Costs You NOTHING

Many grocers associate a refrigerator with a big slice cut from their bank balance. But you can separate that idea entirely from the Eureka. The Eureka really is never paid for it pays for itself—and many times over within a short time.

The especial exclusive features of the Eureka—features you can find in no other refrigerator—replace your money in the bank within a few months. For over twenty-eight years the Eureka has been the safest and surest dividend-paying investment hundreds of grocers and butchers have ever undertaken. Shall we send you complete catalogue by return mail? Write NOW.



Eureka Refrigerator Company

Limited

31 Brock Ave.

TORONTO



It is no mere incident that by far the largest portion of to-day's washing is done with KEEN'S OXFORD BLUE. For three generations KEEN'S has been the paramount quality, and to-day's housewife will risk her clothes with none other than KEEN'S. KEEN'S quality never deteriorates.

Ask your nearest wholesaler to ship to-day.

MAGOR, SON & CO., Limited

403 St. Paul Street, MONTREAL **30 Church Street, TORONTO**

AGENTS FOR THE DOMINION OF CANADA

The Grocer and "Made in Canada"



"Made in Canada" is not mere talk.

The "Made in Canada" Movement has a definite object — Canadian business for Canadians.

Get your share of the business this "Made in Canada" Campaign is sending to Grocery Stores.

You will surely be asked for CROWN BRAND CORN SYRUP —a pure food that is Made in Canada and well advertised.

CROWN BRAND CORN SYRUP

makes many delicious desserts and is much favored because of its low cost.

Stock it—Push it—Sell it.

The Canada Starch Company, Limited

Makers of the Famous Edwardsburg Brands

Benson's Prepared Corn, Silver Gloss Starch, Lily White Syrup, Etc.

Montreal, Cardinal
Toronto, Brantford
Fort William, Vancouver

CANADIAN GROCER

VOL. XXVIII NOVEMBER 27, 1914 No. 48

Run a Series of Christmas Goods Windows

To Get Maximum Benefits From The Coming Great Festive Season a Display Every Week Is Advisable—Suggestion For a Basket Trim and One Showing Gift Suggestions.

ANY merchant who thoroughly believes in the place of the window as a business getter, will tell you that to secure the maximum amount of business from it, attractive selling displays must be shown and they must be changed frequently. Between now and Christmas the window should be made to work overtime—if that be possible. Too many grocers trim only one Christmas window. It is, of course, usually a splendid effort, and undoubtedly creates a good deal of business. But it is not sufficient to get all the good out of the Christmas season. It does not induce the greatest number of people to open up their purse strings. So that from now on every dealer should give his attention to presenting as many windows containing Christmas goods as possible. There should be a new window every week at least.

This Christmas there is going to be considerable business done in the presentation of foodstuff supplies to those who are not fortunate enough to possess the wherewithal to purchase their own. This in itself will mean a profitable trade for the merchant who shows himself capable of giving the proper service. One window might be given over to this about the middle of December. Sample bskets of fruit, jam, preserves, plum pudding, nuts, oranges, confectionery, canned vegetables, etc., etc., would be most appropriate to show. Show cards



A Christmas window trim of the circular stair model that required considerable time to construct. But doesn't it pay?



A Christmas display in which the tree is featured. This is a trim that would catch the eye of the children.

bearing suitable phrases such as "For a Needy Friend," or "For the Mother of the Boy at the Front." In some cases it would be advisable to place a ticket on the basket giving the total selling price.

Another week a display of goods that are suitable as Christmas gifts to friends could be presented. Too many people have the idea that from the standpoint of gifts the grocery store is not to be considered. However, this is not altogether the case. The dealer who has been accustomed to carry a few lines of high-class chocolates packed in dainty looking boxes will verify this. Boxes of candy constitute one of the old staples in the Christmas present line and a display in the grocery window will serve to show the customers and passersby that the most exacting orders in this line can be filled.

Boxes of cigars also make a splendid line to show in a display of this character. Too much of this business is inclined to go to the exclusive tobacco stores, because the grocer does not present his stock often enough. Much more of it can easily be secured by the grocer if he advertises sufficiently and displays the goods to advantage in the show window. The cigar is another gift item of the staple class. Let it be given a prominent place in the Christmas gift window. Once the wives and friends of the smokers know the grocer carries a stock of good cigars, he will get their business or considerable of it. It should be remembered, too, that many women are averse to going into the tobacco store. They should be advised through the window as well as newspaper advertising that it is unnecessary for them to do so.

Where the grocer carries a stock of crockery, glassware, and chinaware, these goods should also form a part of a "gift" window. The supreme effort, of course, comes for the Saturday preceding the holiday and in this it is the old-established custom to show a general arrangement of all kinds of Christmas lines.

MANY CIRCULARS ORDERED.

At time of going to press Canadian Grocer has received orders for no less than 3,350 circulars entitled "The Losing Side of the Mail Order Business," which appeared in our issue of November 6. Those who read that article will recollect that it gave the experience of a farmer who had been led to purchase from the mail order houses, but who found that at the end of 9 years his farm had depreciated in value no less than $5,600, because he and his brother farmers of the district had passed up the home town. They bought their goods from the distant houses, and the town went flat. This depreciated the value of the man's farm.

Circulars are being distributed to readers at cost to be in turn sent out to farmer customers. There is a great opportunity here for publicity work on the part of every merchant. How many do you want?

REGINA GROCERS ORGANIZE.

Regina, Sask., Nov. 25.—At a recent meeting of the grocers here a grocers' section of the Retail Merchants' Association was formed, and officers were elected as follows:—Chairman, Chas. Biggs; vice-chairman, L. S. Spence; second vice, Geo. Milne; treasurer, Mr. Johnston; and secretary, J. White.

This is the first step taken by the Regina grocers towards organization, and the attendance was gratifying. Mr. Arden, organizer for the retail merchants, was present, and addressed the meeting. It was decided that the regular meeting of the grocers' section would be held on the second Monday of each month. Resolutions respecting the amendment of the city act, and the transients act, in so far as they affect the local grocers were passed, co-operating with the action already taken by the retail merchants.

Stirring Up Interest in Christmas by Advertising

Time Has Come When the People Must Begin to Purchase Again for the Great Day—Merchants and Newspapers Should Co-operate in Working up the Interest—Make the Advertising Create a Desire to Possess the Goods Advertised.

COME to think of it, we haven't been hearing much about Christmas so far this season. And yet Christmas will be here exactly four weeks from to-day. Do you realize this?

Why is it that we find such apathy among the general public with regard to the great holiday? This question can best be answered by asking ourselves what we have done to get the people thinking of Christmas. The newspapers have not been doing their usual good work in lining up the interest in it, no doubt because their energies are being bent towards presenting the latest news from the front. But it is true as well that the merchants themselves have not begun to realize the nearness of the day and it is surely up to them to get down to business right away and do all they can to create that Christmassy feeling so necessary to good merchandising.

What better methods can be adopted than using the window to display the early arrivals of Christmas goods and the newspaper to tender suggestions about the lines that are here, the arrivals of which were at one time problematical. In the newspaper advertising this year so far as Christmas goods are concerned, the dealer who gets his copy in the earliest, and places his goods temptingly before the readers of the papers, stands to gain the most. The usual supplies of some goods have not come through and the average housewife knows this. She will be keenly on the lookout for the first announcements which inform her of the state of the markets and which answer the questions she wants to know about supplies.

In the accompanying newspaper advertising suggestion, this point is brought out, not strongly, but nevertheless forcibly enough to create a desire upon her part to secure the necessary baking materials early for the Christmas dishes.

In writing the Christmas advertisement, the retailer should make it a point to hit upon as catchy a heading and as convincing an introduction as possible. The best advertising critics also advise strongly on describing the various lines advertised with a few informative phrases tending to create a desire on the part of the reader to possess the goods described. Hence the statement, "Fine juicy raisins, large and clean," per lb. —c.." is much more valuable from a selling standpoint than just plain "Raisins, per lb. —c." A glance at the copy suggested in this advertisement illustrates the points we desire to make.

As to boosting the Canadian spirit, therefore, what better way than to run some good conversational and informative talks in the newspapers? One swallow doesn't make a summer, and one advertisement will not do the trick. Neither will the efforts of one merchant produce the thing most desired. The more Christmas advertisements that appear the greater will be the interest taken in the Christmas buying. So let everybody join in and help along the campaign.

In referring to his Christmas advertising and selling campaign of a year ago, a Western dealer laid great stress on the co-operation the newspaper of the town gave him and other merchants. A number of them got together, met the pro-

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Choicest Christmas Goods From Many Lands

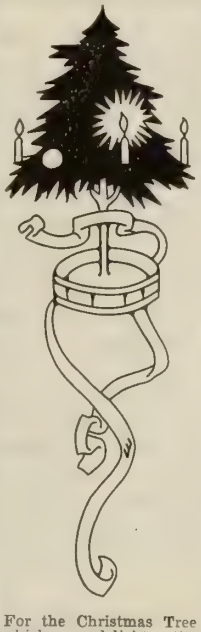
BECAUSE the British Fleet has solidly maintained the supremacy of the seas we are in a position to supply you as usual with our customary high-quality fresh food dainties from all over the world to grace the Christmas tables. Don't hesitate to Shop Early this year, for some of the usual autumn shipments did not arrive. Let us suggest a few of the leaders:

SULTANA RAISINS AND FIGS—The entering of Turkey into the war has disarranged shipments, but we secured our supplies prior to hostilities there. The raisins are fine and juicy, per lb. ..c.; the figs are an exceedingly choice lot, per lb., ..c.

CURRANTS FROM GREECE—Greece is the source of the world's supply, and although shipments were held up for a time, ours have arrived as before. Finest quality, per lb. ..c.

ALMONDS, WALNUTS AND FILBERTS — For the Christmas baking every housewife wants sound, fresh nuts. Stale nuts are dear at any price but you can depend absolutely on the quality of our goods.

PEELS — Lemon, Citron and Orange, all good enough to stand your closest inspection. You will want them for your Christmas cake, and we would urge you to let us have your order as soon as possible.



For the Christmas Tree which so delights the youngsters we have many suggestions to offer. There is fresh candy of various kinds, chocolates in the daintiest of boxes at all prices, crackers, etc.

SEEDED AND VALENCIA RAISINS—We stock only brands of recognized merit and can confidently recommend them to you. Our finest Seeded sells at ..c per carton, and Valencias at ..c per lb.

MINCEMEAT — Tastily spiced and made in the most sanitary way by a reliable firm. Just the thing for the Christmas pie, per jar ..c.

PLUM PUDDINGS — If you do not care to go to the trouble of making your own plum pudding we have a splendid selection in various sizes, made from choice fruits and baking materials. Per lb ..c.

CIGARS—If your husband smokes, what better or more appreciative gift could you present him with than a box of cigars? A gift cigar must be a good one and from our large assortment you have a varied choice of some of the finest brands on the market. Ranging in price from $.... per box to $.....

THE EARLIER YOU COME
THE BETTER THE SERVICE

JOHN SMITH & SON, 95 HARVEY ST. PHONE 101

Suggestion for a Christmas ad. Note the informative talks about each of the lines mentioned.

Getting the Calendar into Desirable Hands

Merchant Should Impress Patrons With Value of His Gift — Excellent Idea is to Open a Register for Names of Those Desiring to be Remembered, the List to Close at a Set Time—Another Plan is to Give When Purchases Are Made on Stated Days.

DECIDING the method to be employed in the distribution of the new year calendar is almost as important as deciding whether or not the store is to follow the calendar policy. Starting at the point where the merchant has decided to give a date guide for the ensuing twelvemonth, comes the problem of getting the most good out of the expenditure decided upon; that expenditure will be decided by the style of the calendar and the number to be distributed—matters to be governed by the merchant in relation to the individual business.

One of the great difficulties with the complimentary calendar is that it is not likely to be appreciated. The custom has been carried so far and people get such a number that they are inclined to place little value upon them. They do not know the amount they cost the merchant and do not appreciate that each time he hands one out he is giving away real money. In fact, there are merchants who give calendars not because they expect to gain much by so doing but rather because people expect it of them, and they want to keep pace with the crowd.

There are many methods of distribution. The less value the merchant places upon his gift to the customer the less the customer will think of it. The one big idea should be to dispel the idea from the mind of the public that calendars cost nothing and that stores are seeking to give away as many as possible. If the customer can be impressed with the idea that the gift is one of value it will be appreciated the more.

It is this idea of impressing the public that has led to radical changes in calendar styles during the past few years. Many of those which are now distributed are real works of art and are a credit to the printing craft. Calendars are made more artistic to impress the public; this means a greater cost and the necessity for discrimination in distribution.

A Calendar Register.

One of the best suggestion that has been offered to the merchant to give the desired impression to the customer and at the same time gain other advantages is to open a calendar register. The merchant advertises that his register will be open up to a certain time, say the 10th of December, and that he will arrange for a calendar for all sending in their names. The announcement can be made more impressive by a reference to the artistic features of the calendar with a short description and the name of the artist—these descriptions are usually given by the manufacturers. Even a better impression can be gained by intimating that the expense of the calendar is such that it is necessary to gauge the number required and that the order will be placed according to the number of names sent in.

Thus we have the customer impressed with the gift the merchant is to make him; we have him interested and looking forward to receiving it. Of course, the order probably is placed long before any reference is made to the registration of names, but the customer need not know this.

Then the advantages are more than the impression given. The merchant is in a position to refuse giving calendars to everyone asking for them. He can merely state that he only made arrangements to give to those whose names he had received. At the same time he can probably make a good friend of another customer by handing over one of his souvenirs with the explanation that he happened to have a few over and had reserved one for this particular person, despite the fact that his or her name had not been sent in.

OUR CALENDAR FOR 1915.

Believing that our customers will appreciate a calendar which is at the same time a high-class work of art, we have this year arranged with one of the biggest producing firms in the country to supply us with a limited number of that beautiful work of (name of artist) the (title of picture).

Owing to the expense we have undertaken, and so that we may not be called upon to supply a number that would entail too much of a financial burden, we have arranged to open a register, and will reserve a copy for each person leaving their name with us before the 15th of December.

We wish to our many customers a happy holiday season.

DAVID HENDERSON & SON,
Main Street.

Another advantage is that the persons desiring calendars—the system need not apply only to regular customers—come to the store to give their names and they also have to come again when the delivery is made. This can be arranged by setting a date when the register is closed or by sending out advice by card when the shipment is received. Two visits to the store at the holiday season by persons, who must consider that they are receiving a favor from the merchant because they are getting something asked for, are likely to result in business.

Some Other Methods.

There are a number of other methods which can be employed to the same end —impressing upon the people the value of the calendar. Some merchants have adopted the policy of only giving calendars on certain days and then when a purchase of 50c or $1 is made. This gets the distribution through largely at one time, and also brings business. The merchant also is able to gauge the value of his calendar appropriation in this manner.

Where the calendars are mailed there should be a letter of good wishes accompanying, but this is not a good method for the retailer to pursue, for the oftener he can get the people into his store the better.

When registration is not asked—and another advantage of the method might be mentioned in that it results in a valuable list of names for the retailer for mailing advertising material—it is advisable to send out an announcement stating that arrangements have been made to present a certain calendar, of which a description should be given, and expressing an invitation to call and secure one.

DRIED APPLE EXPORTS.

During the fiscal year ending March 31 last, Canada's exports of dried apples amounted to $411,980, which was a gain over the preceeding year of $198,140. These were distributed as follows: Holland, $244,205; Germany, $102,949; the United Kingdom, $25,877; United States, $24,035; other countries $14,914. The drop in the demand for dried apples on the European continent is going to change considerably the aspect of things before the end of the next fiscal year.

Advent Business Open to Aggressive Dealers

Now That Many Families Will be Abstaining from Meats on Certain Days Between Now and Christmas, the Grocer Has Splendid Opportunity to Sell Substitutes — Fish, Oysters, Macaroni, Baked Beans, Canned Vegetables, Canned Fish, and Rice Are All Nourishing Foods.

ADVENT season is with us again. In districts where it is observed on a more or less extensive scale, the grocer has a splendid opportunity to get a good slice of new business. Advent means that on Wednesdays and Fridays from now until Christmas, there will be no meat consumed by a great many families.

What foods will fill its place? That is the question which every dealer must ask himself. He must also lay his plans to sell as much of those lines as he possibly can. It may be that the butcher has been supplying a number of your customers with fresh meats. On the days mentioned for the next few weeks these people will come to you for foods to take their places. What will you offer them?

Fish is of course one of the first items that presents itself as a substitute for meats during the Advent season. It has long been associated with the Lenten and Advent days of abstention. Because of the fact that every grocer has not yet become acquainted with the money in a properly operated fish department, there are some who do not sell fish. While these should give it a fair trial during the present season, those who have a regular department and who are in a position to fill the wants of the people in their own district should get after the fish business as strongly as possible. There are to-day refrigerator display cases which would be invaluable in the selling of fish. Dealers who have a fish department have long realized the value of display and for the smaller merchant a display case which he can easily handle and which at the same time shows the goods in a sanitary manner, it is almost a necessity to substantial sales and repeat orders.

Baked Beans Becoming Favorite.

Canadian Grocer asked the head of one family what lines he favored when meats were eliminated as a nourishing diet. Baked beans was one of the first mentioned. He pointed out that beans were most reasonable in price, they formed a tasty meal and as a nourishing food they stand high. Taking these selling points into consideration, any salesman can readily increase the sale of baked beans during Advent. Moreover baked beans must be a good meat substitute when this man through experience has given it a regular place on the bill of fare as he has done. During Advent therefore, the retailer should make it a point to feature this line prominently in his window and counter displays.

Macaroni as a Food.

Another food mentioned was macaroni. The two outstanding reasons were its nourishing qualities and its price reasonableness. It was a line, he pointed out, that the entire family liked, was readily prepared in many different ways and no one therefore ever tired of it. Macaroni, as the trade know, together with vermicelli, spaghetti, and the forty or more other products somewhat like it, are made from a hard wheat. Everybody appreciates the fact that wheat ranks high in body-sustaining qualities so that it is not difficult to convince one that macaroni is another splendid substitute for meat.

An Old Established Dessert.

In looking about for foods that supply a good amount of nourishment, rice was another line hit upon. Rice is of course naturally associated with the dessert department of the meal, but for a luncheon it was considered in the case of the man above quoted, as a first-class food. In fact, he said, his wife frequently featured it whenever it was decided upon as a part of the luncheon. In addition to that it received a regular place on the dessert list two or three times every week. Rice is the staple article of a

(Continued on page 31.)

Nutritious Advent Foods that Take the Place of Meats

No matter whether a man is engaged at physical or mental labor, he must have wholesome, nourishing foods. Now that Advent season is here meat diets will be replaced in many homes by others on certain days. Let us suggest to you this variety:

FISH—A food as nutritious as fish will stand a place on every man's table every week. During Advent we have a choice lot, and you can choose from a dozen or more varieties. Here are herring, ciscoes, finnan haddie, halibut, mackerel, smelts, salmon, bloaters, etc., all clean and of good quality. They range from .. to .. cents the pound. Our Oysters are shown only in sanitary containers, and when you consider you get them all meat and no water, they provide a cheap and healthy meal, per gallon in clean, sanitary oyster pails, ...c.

MACARONI—When you realize that Macaroni is made from hard wheat only, you can see that it must be a body-building food and one that will replace meat at any meal. Macaroni, too, is most reasonable in price, and because it can be made up into so many tasty dishes, it ought to find a regular place in your pantry. Have you ever tried Macaroni and Cheese? It makes a most delicious meal. Macaroni is only ..c per pound, done up in clean cartons.

BAKED BEANS — What is more tempting to place before the tired husband and the children than a steaming dish of baked beans in tomato sauce? They actually create an appetite where there is none. Beans form one of the staple army rations, because of their sustaining qualities and as a substitute for meat "they can't be beat." We carry three or four excellent brands in various sizes to suit different families. Per tin, ... and .. cents.

RICE—After all there are few desserts that will beat the old-fashioned rice, cooked with an egg or two. In fact, it is coming to be widely used as a luncheon dish, because while it takes up little room, a little of it keeps up the energies until the next meal. If you require, therefore, something plain and nourishing for luncheon, serve Rice and let it have a place in the dessert list regularly. In price it runs from .... cents the pound up to .... cents for the best.

You will be interested in the various lines of canned fish we handle. Note the display on the main counter and ask us about them over the phone.

A. H. HARVEY & SONS

At the corner of Bridge and James Streets. Phone 177

Newspaper ad. suggestion on goods that will appeal to those who observe the Advent season.

CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED

JOHN BAYNE MACLEAN, President.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

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PUBLISHED EVERY FRIDAY.

TORONTO, NOVEMBER 27, 1914

Discard the Petty Jealousies.

IT IS about time the retail trade discarded its petty jealousies in regard to mutual co-operation in the keeping down of bad debts and long accounts. In the larger centres where there are many merchants, where people move from place to place and change their grocers frequently, some sort of protective system should be devised to hold in check the people who are out to get something for nothing. One of the simplest ways of imparting efficient information is to call up the merchant with whom the new credit applicant dealt last, and while it is naturally to be expected that all necessary questions will be answered, it is generally known that some lack the common decency to comply with the request.

Here is an example: A grocer from whom a new customer had asked credit, first demanded the name of the last merchant where she had dealt. He called him up by phone to determine the advisability of complying with the request but was given the curt, ungentlemanly reply, "Oh, I wouldn't tell you anything about her if I did know."

That is not the cooperation one would expect from a business man. What the trade lacks to a large extent is just that brotherly, fellow-feeling which costs so little but which is a mighty big force in helping to evade losses and in injecting into the business a little extra joy and happiness.

The Retailer's Profits

A REPORT says that Ottawa is to adopt laws to prevent excessive prices. This is a fair example of the attitude adopted against the retail merchant who seems to be regarded as some sort of bandit. Where, we ask, is there to-day any complaint that prices are excessive? The complaint of the merchant is not that he cannot get higher prices for what he has to sell, but that he cannot in a great many cases get the old price for what is costing him more.

The law of supply and demand will rule trade with a firmer hand than any action that may be taken at Ottawa. To-day there are difficulties with supply that warrant higher prices in many lines but on the other hand there is a weakening of demand and we venture to say that goods were never sold at closer profits throughout Canada than they are to-day in relation to their value. Weakening of demand has led to closer competition and adjustments are being made on the principle that the retailers price must suit the pocket; if the price of one article does not suit the purchaser he will take something else that meets his pocket.

Shop-at-Home Campaigns.

WHEREVER retailers as a whole are finding business a little on the quiet side, chiefly because so many may be sending to the mail order houses for their goods, they should get together on a vigorous loyalty campaign. In a propaganda of this character the home newspaper will be found always ready and willing to lend its best endeavors. If there is more than one newspaper in the town or city get the cooperation of them all and start a Shop-at-Home campaign. The newspapers will do all in their power to bring the people into the town during the day or week when the campaign reaches its culmination, and the retailers should do their part in advising the people through advertising and window displays what they have for sale.

A case in question comes from Galt, Ont., where recently there was held a "Shop-in-Galt" sale. The paper had been urging the people weeks before to come into Galt for the sale. The merchants advertised convincingly the goods they had to offer with the result that the campaign proved a most effective one. Folks came in for miles around and because practically every merchant endeavored to present his goods and store in the best possible light, the good people in the vicinity of that thriving town are better acquainted with the retailers and the goods they handle than they ever were before. They now know that Galt merchants are progressive and that from the standpoint of service and satisfaction they cannot do better elsewhere. Where the newspapers are loyal to their own communities and refuse to accept the mail-order house advertising, the merchants should be loyal to the newspapers and before they come to

the conclusion that advertising doesn't pay, it should be given a fair and just trial.

Try out a Shop-at-Home campaign and give the people reasons why they should deal at home.

The Tea Trade and the Pedlar

NOW that the tea market is pretty high, there is a temptation on the part of many retailers to keep an eye open for any cheap tea that may be passing around with a view to making some extra money on the deals. From information Canadian Grocer has received, however, great care should be exercised, as well as considerable thought in making any departure from the usual methods in looking after the tea trade.

A particular instance has come to our attention. In a certain Ontario town the retailers are complaining about a rather sudden depreciation in their sales of tea. The matter was investigated and it was discovered that with the recent changes in the price of many teas, an effort was made by many dealers to secure something that could be sold at the old figures, without regard as to whether they were standard blends or not, or whether they could be duplicated from time to time.

The trade should appreciate the fact that the public will not stand for any tampering with quality—that is the worth-while classes. While no one presents any objection to prices dropping, it is a different thing when the quality of the goods people have been accustomed to securing has been lowered. The majority of good consumers nowadays, who can at all afford it, will insist on quality even in the face of substantial advances in price. The pedlar therefore must not be given further opportunity to make inroads into the tea trade of the dealer. It is a fact that just as soon as a retailer begins to sell tea which he cannot imitate from day to day, week to week, and year to year in flavor and quality, he begins to play into the hands of the transient individual referred to. For the pedlar can sell just as good mixtures of blends as any retailer, and he can outdo him on price. Standard blends appear to be the only salvation of the dealer.

Cultivate the Country Trade

THERE never was a better time than the present for the hearty and systematic cultivation of the country trade. The facts are that the farmers have not suffered from the present financial stringency to any appreciable degree. During the last two decades the farmers have not secured any sudden wealth. At the same time the mortgage has been lifted from the majority of homesteads and the great proportion of farm holdings so improved that they are not the same class of farms as were the rule during the last quarter of the last century. The farm home is quite the rival of the better class of urban homes in both comfort and equipment. The farmer's table, while it may not yet be groaning beneath fancy dishes, has come to be about the best table at which any of us sit. This is as it should be, for should not the men and women who keep the nation going be a large sharer in the nation's most wholesome good things?

Hence the necessity of cultivating the country trade. For a couple of decades there has been a systematic effort to feed the hosts coming to our shores from other lands. Almost every day saw the opening of a new corner grocery in every growing part of the city where builders and laborers were spending the high wages that were then the order of the day. It was right and proper that trade should be pushed in this direction and that the wants of the contractors in forest and mine and canal and railroad should be fully and quickly met. In the meantime the trade of the country people was somewhat neglected.

A New Syrup From Apples

EXPERIMENTS have been conducted by the Department of Agriculture, at Washington, D.C., as the result of which there has been an application made for a public service patent covering the making of a new form of table syrup from apples. In such seasons as the present, when there is such a heavy crop of apples in excess of the demand, a market of this kind for the fruit of poorer quality would be a great boon to the apple producer. In the United States it is proposed to make the process the common property of any cider mill which wishes to manufacture and sell apple cider syrup.

The new syrup, says the California Fruit Grower, one gallon of which is made from seven gallons of ordinary cider, is of clear ruby or amber color and about the consistency of cane syrup and maple syrup. Properly sterilized and put in sealed cans or bottles, it will keep indefinitely and when opened will keep under household conditions as well as other syrups. It has a distinct fruity aroma and taste of its own, which is described as being practically the same as the flavor of the syrup substance which exudes from the baked apple.

Editorial Notes

THE ADVENT of Advent opens up new avenues of trade to the progressive dealer.

* * *

CHRISTMAS IS drawing nearer. Are all your customers acquainted with the fact that it is only five weeks distant?

* * *

ONE GRAIN of sand does not make a seashore, and neither will one display of Christmas goods get all the Christmas trade that's going.

* * *

RUSSIA HAS started in early this year to secure her Christmas Turkey dinner. While it may be somewhat belated, that will make it all the more palatable.

* * *

IF THOSE ignorant agitators who are bewailing "excessive" prices do not stop, they will have all the merchants in the country thinking themselves millionaires.

* * *

NOW THAT France is in the market for Canadian potatoes, our old friends the "spuds" will likely have to buckle on their armor and take their place in the trenches confronting the enemy.

* * *

CALIFORNIA HAS produced a giant bean plant, the description of which sounds like the biggest specimen of the kind since the story of Jack and the Bean Stalk. This plant had one hundred and ninety-seven mature pods which contained six hundred and forty-three Lima beans and was the result of experiments for seed purposes. The weight of the beans was one pound and eight ounces, which is believed to be a record yield.

How Other Grocers Do Things



A Loyalty Campaign

Loyalty campaigns are being conducted in various towns and cities throughout the country and, in view of the character of the times, with a good deal of success. In Vulcan, Alta., the merchants and business men are co-operating with the newspaper of the town to conduct a campaign along the loyalty lines, this to culminate during the week commencing on Wednesday, Nov. 25. The newspaper there, for one thing, has printed cards bearing the loyalty cut as shown recently in Canadian Grocer, and some pithy matter calling attention to the campaign. This card has been sent out by the paper to all the people of the district, and reads as follows:

NEITHER EMPIRE NOR VILLAGE

Can exist without loyalty. Are you loyal to your district, your home? You are invited to visit Vulcan during the week commencing Wednesday, November 25th, and we will show you how possible it is to be a satisfied trader in your own community.

We shall be glad to see you.

THE MERCHANTS AND BUSINESS MEN

Vulcan.

* * *

As Mail Order Houses Did.

A farmer entered a store the other day in Bouleau, Sask., and began telling the proprietor who was showing him some goods, how he could buy the same things through a mail order house cheaper than from him. The merchant replied: "Perhaps you can, but if you will give me the same chance and pay me the same way I can sell just as cheaply as the mail order concern."

He added: "If you will make out a list of what you want and pay for it, I will give you the goods at exactly the same price as you can obtain them by sending away."

The farmer took the bluff and handed the merchant a list of his requirements which was totalled up by the latter and payment requested. The money was immediately handed over and placed in the till by the merchant. The farmer then moved aside and waited for his goods but another customer came on the scene whom the merchant proceeded to wait upon. When his wants were supplied another came and was similarly treated. This was continued for some time till the farmer's patience began to be a little strained and approaching the counter enquired when his parcels would be ready as he was anxious to go.

To this query the merchant replied: "Oh, I have a week to put those things up and and will do it when we are not busy. If you had sent to Winnipeg for this stuff you could not have received it before a week or ten days."

The farmer saw the point and was game and good-naturedly leaving the store he returned in a week receiving his purchases.

* * *

The Window as a Business Builder

It is all very well for the grocer to have fine window displays on special occasions such as Christmas, Easter, and Thanksgiving, but it is the merchant who has attractive selling trims during the intermediate periods as well, who wins out in the end. A good example of this class of dealer is D. D. Campbell, a grocer in Kelowna, B.C. The accompanying trim of packages of tea, coffee and other goods, and Okanagan Valley apples is illustrative of the brand of window display being regularly conducted in the Campbell store. The proprietor was formerly with another merchant in Kelowna, but about a year ago went into business for himself. He began with a turnover of $2,000 per month and in twelve months time this has grown to $7,000. To the attractiveness of the window he attributes a great deal of this increase.

* * *

Getting an Even Wall.

When E. Guillet took over his new premises at Cobourg, Ont., he found that there was a stairway leading to the floor above which cut off a front corner of the store and made it an awkward shape. Having plenty of floor space he decided to sacrifice a little space to effect, and so ran a partition back the full length even with the stairway, which gave an unbroken wall, against which his new fixtures made a much better appearance than could otherwise have been obtained. This space which was cut off was not wasted. It is a convenient handy storage room where goods which are likely to be called for frequently can be kept.

A GREAT BENEFIT.

The MacLean Publishing Co., Ltd.,

Dear Sirs:—As a newcomer to this country I can honestly say Canadian Grocer has been a great benefit to me, both as to ideas and general information.

Wishing it every success,

JAMES DUNCAN,
Hudson Bay Co.

Fort Qu'Appelle, Sask.



An attractive window trim shown recently by D. D. Campbell, Kelowna, B.C. The use of flowers and palms adds to the attractiveness.



Displaying and Selling Fish in Winnipeg Store

How the Fort Garry Market Conducts This Department—Fish Displayed Behind Glass—Storage For Winter Supply—Almost Thirty Varieties Handled.

QUITE conclusive evidence that the desire to economize on the part of many is bringing an increased demand for fish, is given by P. Diack, manager of the meat and fish department of the Fort Garry Market, Winnipeg. The past week Mr. Diack states, saw the biggest week's fish business done for almost two years. By this he means that the money received for sales of fish was larger than since the market opened, and when you consider that fish is selling at very low prices now, it will be seen that the number of sales must have been very large. There are, of course, reasons other than the present desire for economy, which are causing increased fish sales to come to the Fort Garry market. The fish display is exceedingly good and naturally creates a desire to buy.

Pointers for Display.

The only trouble with such a display is that it would tend to discourage many dealers, who could not afford the equipment which is here used. There are little schemes adopted by Mr. Diack, however, which even the smallest grocer could employ, and these would undoubtedly do much towards increasing his fish sales. Those grocers who have not yet established a fish department can get a great many valuable pointers by considering some of the methods Mr. Diack has adopted.

In the Fort Garry Market all the fish is behind glass. The various lines are laid out on white enamel platters, which, while not costly, cause the customer to realize that the fish are absolutely clean and in good condition. Ice is laid around the fish to keep them in the best of shape.

Boneless smoked herring, which Mr. Diack is finding a very ready seller, he is playing up prominently. Neat piles of this line are arranged on spotlessly clean plates, and a passer-by is naturally attracted, and in many cases enquires what those little fish are.

Making Two Profits Grow.

An ingenious scheme for making two profits where one formerly existed, has been adopted with Scotch pickerel herring. These used to sell for about 5c each. Now they are being boned and split in half. Each half is rolled around a dill pickle and is held in shape with a tooth pick. These rolls each sell for 5c. The one fish, therefore, brings 10c, less the cost of two dill pickles. Incidentally a very attractive dish is prepared—one which is bringing more custom than did the Scotch pickerel herring under the old arrangement.

There are dealers who are hesitating to handle fish because they consider there would be great trouble in this and considerable danger of loss. Mr. Diack was asked regarding these fears, and did not seem to think anything more than ordinary precaution is necessary to avoid loss with fish. A certain amount of trouble of course is unavoidable, but where profits are to be secured there is always some work.

Stores in Home-made Shed.

As illustrating how easy it is to keep fish, especially at this season, Mr. Diack showed where he himself built a sizable storage shed at the back of the store. This enables him to buy his frozen fish in very much larger quantities than would otherwise be the case. A somewhat better price is secured in this way, and in that shed, during the cold weather, the fish are kept in perfect shape. They can be brought into the store as needed. If sold before spring comes they will not deteriorate at all. This means of keeping fish evidently might be adopted by the dealers in smaller places. While they may not want to buy in as large quantities as does the Fort Garry market, they could get their various selections and keep them for an indefinite period.

Almost Thirty Varieties.

How many varieties of fish should be carried seems to be a question with many dealers. In the Fort Garry market there are often about 28 varieties, smoked and fresh, on view. This is more than the average grocer could well handle. He should, however, be able to do well with salmon, halibut, boneless herring, Scotch pickerel herring, finnan haddie, and a number of other lines.

It is well, Mr. Diack thinks, to keep the case of oysters in the fish department. Many grocers, however, believe that to put this near the entrance of the store, where everyone passing in and out must see it, is a good plan. Certainly, this is the weather for oysters and bringing them prominently before customers brings many sales.



ADVENT BUSINESS OPEN TO AGGRESSIVE DEALERS.

(Continued from page 27.)

great many people and the well-worn statement we found in the old Public school grammar of by-gone days, "The Chinese live chiefly on rice," stands good to-day. It is a cheap wholesome food, is a good keeper and so can be bought in quantities and requires little work in the preparation for a meal. All these talking points make rice a line that can be sold with little difficulty. In Advent it should be given a place and special displays or newspaper advertisements that may be part of the store's Advent selling campaign.

Canned vegetables and particularly tomatoes is still another feature Advent line. A plate of steaming tomatoes is appreciated about as much as anything by the family on a cold day. Canned tomatoes at 10 cents are cheap too.

By looking about the store every merchant will easily secure a list of nourishing lines that will form excellent substitutes for meats during the season upon which we have entered. His next and greatest task is to get them moving into the homes of customers. The salesman should at once be sharpened up on the selling talks, and a few displays, show cards and other selling wrinkles will do the rest.

To Be or Not to Be--Will There Be a Tax on Tea?

Tea Men Guessing as to What Dominion Government Will Do on Meeting of Parliament in January—Many Convinced, Others Are Not—Tea Market a Puzzle.

Montreal, Nov. 26.—(Special).—The chief topic among tea men is an anticipated duty on tea. So convinced are some that the Government will impose a duty next January, they have strengthened the market by their talk. Wholesalers, it is reported, are holding their stocks in anticipation of this duty, yet their faith in it does not induce them to buy. Wholesalers admit that tea will likely be taxed, and while they would not turn down business if it came along, they state that none of their customers have any chance of getting overloaded. Retailers are not inclined to overload with tea just now.

A Tax or No Tax.

On the other hand, stocks in Montreal are comparatively light, and even though there were strong indications that Parliament when it meets in January would place a tax on tea, it would be difficult for importers to take advantage of the situation, as it would take too long to get supplies through from Calcutta or Columbo, which are the only places where tea is cheap. Prices in London just now are almost prohibitive.

A prominent wholesaler, speaking on the possibility of a tax on tea, said: "I think the Government will have to put a tax on tea, as they cannot tax spirituous liquors further. To do so would have the effect of further reducing the consumption of liquors, and the Government would lose the revenue it is already getting. Liquors are something people can do without.

"If the Government wishes to be sure of a steady revenue, it must tax the necessities of life. Under the present economic conditions people are inclined to be careful and guarded in their purchases, and are satisfied with what are necessities; they eschew luxuries. Considering that a tax has been placed on liquor which has reduced consumption, and would be further reduced if taxed further, the Government I think will realize that they have got to tax something else. I don't say the Government ought to tax tea, because it is a necessity of life."

Another wholesaler said: "I have just been discussing the possibility of a tax on tea with a tea man. He thought the tax would be imposed when Parliament meets in January, and that it would either be five or ten cents per pound. I think it is doubtful whether tea will be taxed; if it is taxed, I believe the tax would be five cents.

"A tax on an article of food like that is not popular, and the feeling among the trade is that something should be taxed, say incomes. I don't think a tax on tea would affect the consumption, and I don't think people are drinking less coffee. We did three months of business in both tea and coffee during August, so how can we expect to buy now? In England, the Government thinks tea is a good line to tax, because people drink the same amount whether it is taxed or not. There, they drink 10 lb. of tea per head, whereas here it is about 8 lb., and about 2 to 3 lb. of coffee per head. In the States the situation is reversed; they drink 10 lb. of coffee per head."

A tea broker said: "The Government has taxed coffee and whiskey, but have not secured the revenue. People have stopped drinking whiskey at 20 cents a glass. They are not taking their friends in to treat, and the result is they are staying away themselves. Now the Government has got to get after what Lloyd George calls 'the elusive teetotaller.'"

Market Difficult to Fathom.

The London market still remains high. On one hand there are several things to bring about a decline; on the other hand there are influences to keep the market firm. Some men have no faith in the market, and believe that the day is not far distant when prices will collapse. Another man says: "I never knew the tea business so dead. It is probably the lull before the storm. I think prices will go up." Nobody seems to realize what the situation is, and that is probably the reason why wholesalers are buying so little. While business in Japans particularly, was good last week, this week has been one of quietness. Undoubtedly the trade is still feeling the effects of the rush which occurred immediately following the outbreak of hostilities.

Factors which are tending to weaken the market in England are the sinking of the Emden, and the fact that the British Government have placed an embargo on tea to neutral countries excepting Spain and Portugal. This was done to prevent tea from India and Ceylon reaching the enemy. That British tea was going to Germany was apparent to anybody comparing the quantity of tea entering neutral countries, particularly Holland, this year and last. This embargo will have the effect of reducing exports of tea from London to other countries, and should weaken the market. Apparently this has not occurred, as a Montreal broker who cabled London this week quoting a shade under market prices, was turned down.

This is surprising. It looks as though other conditions are influencing the market more than the embargo. Attention was drawn this week to the danger to the Suez Canal from Turkey. It is hardly likely that this would affect the tea market when war risks, following the sinking of the Emden, have dropped from 15 to 3 per cent.

STIRRING UP INTEREST BY ADVERTISING.

(Continued from page 25.)

prietor of the paper and organized a plan of campaign along concerted lines. Everybody agreed to feature two things in addition to their own goods in their newspaper advertising, namely—"shop at home" and "buy your Christmas goods early." The newspaper itself agreed to run an editorial or news item every day urging those two points and giving reasons why the people should remain loyal to their own community. "The effect of the campaign," he said, "was beyond our expectations. There was so much in the paper about "buying at home" and getting in on the ground floor with Christmas purchases that the people were almost completely won over."

This man's experiences bears out the contention that the more merchants talk about Christmas and their goods, the more will the people respond to the suggestions offered. Let everybody advertise. There's money in it if properly done.

ASSOCIATION OF FISH DEALERS PROPOSED.

A preliminary meeting of those interested in the fish industry was held recently in Montreal with the object of ascertaining the advisability of forming an association to take in the producing and distributing interests in Canada and Canadian coast waters. The meeting was called principally to hear the views of the largest dealers. The date of the next meeting has not yet been decided upon.

Indian Tribes Invade Stores of Macleod, Alberta

On Receipt of Treaty Money They Massed There to Spend It—Pitched Their Tents on Outskirts of the Town—Stores Did a Thriving Business For Some Days.

NOT many merchants in Canada experience the class of trade that visited Macleod, Alberta, recently, subsequent to the receipt of Treaty Money by the Indian tribes in the vicinity of that town. Approximately $8,000 was paid by the Government to the Indians of two reserves and the braves flocked to Macleod to spend it. The following dispatch from that town gives these interesting details.

"The payment of treaty money on the Blood and Peigan Reserves was marked this year by a more than ordinary invasion of the town by members of these fribes.

"The Peigans received their money, some $2,600, on Wednesday of last week, while the bloods were paid over $6,000 on Thursday and Friday.

"On Friday the general march on the town from the Peigan Reserve was commenced, and on Saturday and Sunday the Bloods were pouring into the town. On horseback and in wagons and rigs of every description came the head chiefs with the minor chiefs and tribesmen and their families. Every available nook and corner was quickly taken up by vehicles, while the Farmers' Shelter was crowded to its utmost capacity.

Brought Tents With Them.

"As they came for a several days' stay, the Indians pitched their tents at the outskirts of the town and repaired there after the day's shopping was over. The town itself presented a very animated appearance during the stay of the Indians. The stores were crowded to suffocation, and at every turn one came across men, women and children wandering around, gazing with open-mouthed wonder at the gay display of goods. Several of the stores, notably the Hudson's Bay Co. and Reach & Co., make a special feature of the Indian trade, and in these two stores the crush of purchasers was very noticeable, the clerks being kept on the jump attending to their needs. The Hudson's Bay Store, the old trading post of the Indians, still continues to receive the lion's share of the trade, and this year was no exception. Inside this store thirty asistants were working at top speed, while several interpreters were constantly in attendance.

Store Manager at Council.

"As in former days, the head chief from each tribe and their minor chiefs held a council, to which R. L. Barnet, the manager of the Company, was invited. Without exception they all expressed themselves as extremely well satisfied with the treatment received at the various stores in town. Following out the old custom, an excellent dinner was provided by this Company for all the chiefs.

"Reach & Co. did an enormous business. They supplied the Indians with refreshments and their store was constantly thronged with Indian buyers. Every department was busy. The smaller stores of the town also did well. Nearly every line of business got some extra trade. Macleod has always been looked upon with favor by the Indians from both reserves, as here they can obtain every description of goods required by them. In fact, this town fared better than it has for the past seven years.

"On the two reserves between $8,000 and $9,000 was paid out and a very large percentage of this money found its way into the pockets of the Macleod merchants."

COMPUTING SCALE INSPECTION.

Late Regulations Appear in Official Government Paper Superseding Previous Ones.

Ottawa, Nov. 26.—There are some late regulations out in an amendment to the Weights and Measures Act, governing the inspection of computing scales, which will be of interest to the grocery trade. In fact in a recent issue of The Canada Gazette, the Weights and Measures regulations as established by Order-in-Council in December 1898 with various amendments authorized by Order in Council since that date are consolidated and notice is given that they supersede and cancel all former issues.

The regulations covering the inspection of computing scales are in part as follows:—

"Computing scales shall be verified both as to the accuracy of the weighing machine proper and also as to the accuracy of the money valuations.

"If the scale satisfies the conditions provided by this Order in Council for its special class, the computing chart shall be tested through a complete range of money valuations.

"The indicating line shall not exceed one thirty-second of an inch in thickness nor be distant from the chart more than one-sixteenth of an inch, or such that by shifting the eye to either right or left, up or down, an appreciable error in the reading will result.

"A computing chart in which there is more than one figure of the same denomination in the same column or row at a given price per pound shall not be stamped.

"The lens or magnifying glass must be wide enough to give a clear view of at least three money value indicating lines in that column or row, showing the lowest price per pound.

"All money values up to and including 35 cents per pound shall give cent valuations, but there shall not be more than forty consecutive cent or other money graduations to the inch. Over 35 cents per pound the minimum space between consecutive money graduations shall not exceed 5-cent valuations. In every case the next money graduation above and below the value indicated by the indicating line must be distinctly readable."

After presenting a table showing how the readings of the scale shall be tested, there appears the following in reference to the scale itself and computing chart:

"If the scale and computing chart are both found correct, the machine shall be stamped, and the certificate shall certify to the correctness of both.

"If the scale is correct, but the computing chart incorrect within the provisions of these regulations, the chart alone shall be condemned by means of an adhesive or other rejection seal provided by the Department. If the owner or user objects to such labelling of the chart, then the machine shall be tagged and sealed with the usual rejection label, and its use forbidden.

"The provisions of this Order in Council shall apply to all computing scales submitted for original verification, but nothing contained herein shall affect the periodical inspection of computing scales submitted for re-inspection, but no such scale shall be reinspected after fundamental repairs, unless the chart is also made to pass inspection."

Jas. Epps & Co., cocoa and chocolate manufacturers, of London, England, are putting on the Canadian market, through their agents, F. E. Robson & Co., Toronto, a pure unsweetened cocoa, which will be in addition to Epps Prepared Cocoa.

The Clerks' Page

HE SOLD THE POTATOES.

A salesman who has been through the mill in a retail store tells of an interesting incident demonstrating the value sometimes of placing things in odd places. In this particular case a basket of potatoes was carelessly left on the counter by a clerk.

Several half-bushel baskets of the potatoes were on display, but a customer insisted on the clerk selecting "that particular one."

For some unaccountable reason he placed it on the counter, and in doing so was called to the phone. While talking there a second customer came up to the counter and ran into the basket of potatoes, of course. Could she have "one just like it." She certainly could. Another old lady came up and remarked about the fine looking potatoes and she ordered a basket. In came a man, coffee customer, and he commenced handling the potatoes and wanted "one just like it" sent home.

Well, the play kept up all the afternoon, but in the meantime the manager said, "Leave that basket potatoes right there." It was funny, because alongside of the basket appeared a show of dates, figs, jams, mince meat, etc.

Everybody was struck with the incongruity of the thing, yet this very incongruous situation sold that afternoon and evening up till 6 o'clock no less than nineteen baskets potatoes that positively would not have been sold (aside from the original one) except for the oddity of location.

"Now, what is the lesson that this teaches?" asks this salesman. "It shows us a vulnerable part of human nature and that all can reach that part and play to it successfully.

"To do this we are at times to get away from set rules. Not always such extremes as the potato stunt, which was purely accidental. Your first-class, highly trained, one-idea manager would have had the insulting thing removed immediately.

"But the man who ignored training and was many-sided, along with a humorous side—sold the potatoes."

SERMONS IN BRIEF.

Thinking will make a man of anything that walks.

* * *

Always take the short cut when it brings you to the same goal.

* * *

The young man with initiative is the man who does things differently.

* * *

It is in your own interest to watch the leaks of the store of your employer.

* * *

When you put your thinking cap on, you can see all sorts of improvements to be made.

THE ENCYCLOPEDIA

FOOD VALUE OF NUTS.

Among the most popular nuts of general use are almonds, Brazils, chestnuts, cocoanuts, filberts, hickory nuts, pecans, pistachio nuts and walnuts.

Nuts can be carried safely in winter by storing in a cool, dry place, but cold storage at a temperature just above freezing is the only sure method of preserving them during the summer and the only practical policy if the quantity is considerable.

Nuts contain a large amount of nutriment in highly concentrated form. They are composed chiefly of oil and proteids, though some varieties substitute carbohydrates (starch, sugar, etc.), as the principal component in place of fat. Their constantly increasing consumption augurs well for a better appreciation of their food value by all classes—they are no longer regarded merely as luxury, or as something to be eaten out of the hand at odd times. Sanatoriums are giving many patients nut products as the chief principle of their diets.

Nuts should be well chewed, and should be held in the same consideration as the meat or other substantial portion of a meal—not eaten as a delicacy after the stomach is already loaded with a heavy repast. To this latter practice is due much of their reputation for indigestibility. The skin of some varieties is leathery and hard to digest, but cooking may often be advantageously employed to offset this condition—when almonds for instance are parboiled, the tough leathery skins peels off and the remaining kernel is easily assimilated. Drying must speedily follow the parboiling or loss of flavor will result.

Nut pastes and "butters" are rapidly growing in favor, both for home consumption and in confectionery manufacture. They are an agreeable and very desirable addition to the daily diet. They are bought and sold in small pots or glasses, as they are liable to become rancid if kept long after opening.

The composition of nuts and nut products has been studied at a number of U.S. agricultural experiment stations, and the following table summarizes the results of this work, the American data being supplemented in some cases by European analyses.

	Water	Protein	Fat
Almond	4.9	21.4	54.4
Almond paste	24.2	13.1	23.9
Beechnut	6.6	21.8	49.9
Brazil nut	4.7	17.4	65.0
Butternut	4.5	27.9	61.2
Chestnut (fresh)	43.4	6.4	6.0
Cocoanut	13.0	6.6	56.2
Cocoanut, dessicated	3.5	6.3	57.4
Filbert	5.4	16.5	64.0
Hickory nut	3.7	15.4	67.4
Paradise nut	2.3	22.2	62.6
Peanut	7.4	29.8	43.5
Pecan	3.4	12.1	70.7
Pistachio	4.2	22.6	54.5
Walnut	3.4	18.2	60.7

As protein and fat are two of the recognized valuable properties in foods the importance of the various nuts can be readily seen from the above table. Protein is the blood and muscle making property while fats are the heat storers.

Carbohydrates is another chief property of any food of great value and nuts, or at least many of them are fairly well supplied with them. "Carbohydrates" is the technical term for sugar, starches, fiber, etc., all of which are heat producing foods. The fresh chestnut for instance contains 41 per cent. of sugar. The walnut, the pecan, the almond, almond paste, the peanut the Brazil nut, etc., all contain a fairly good percentage of sugar.

Current News

Quebec and Maritime Provinces.

J. S. Benoit, grocer, Montreal, has sold to Wilfrid Brouillet.

P. Chairest has opened a new store at 1150 Lajoie Street, Montreal.

Frank Tarantour, general merchant, Quebec, P.Q., has registered.

Robt. R. Letson, grocer, Hartland, N.B., is succeeded by H. Scott Allbright.

Silas Huxley, of the Tamilkande Tea Co., Montreal, leaves for Bermuda this week.

A Laurendeau, Ltee., wholesale and retail grocers, Montreal, have obtained a charter.

D. E. Menard, grocer and miller, Menardville, Que., sustained a fire loss recently (insured).

Assets of the United Co-operative Stores, Limited, of Montreal, are to be sold on December 1.

A. G. Snowdon, Montreal, has taken the agency for the Roman Meal Co., with Canadian headquarters in Toronto.

The factory of the Rock City Cigar Co., at Levis, Que., has been destroyed by fire. The building was burned to the ground, as were all the outhouses in which three horses, an automobile and two other vehicles were destroyed. The loss is about $25,000, covered by insurance.

Major Lumb, a traveling salesman for S. H. Ewing & Sons, Montreal, sails about November 28 for England to join his old regiment, the 8th Battalion Suffolk Regiment, Colchester. Last week, while on a trip through his Eastern Ontario territory, he said farewell to the trade—for a time only, it is to be hoped. Major Lumb's home is in Brockville, Ont., where he belonged to the local regiment there. While he is not altogether a young man, he expects to see active service on the European Continent. He has been in Canada for thirty or more years, but, speaking of England, he said: "It's the old nest, you know."

Ontario.

Neil MacMillan, grocer, Toronto, has disposed of his business.

L. M. Stanley, grocer, Chatham, Ont., is retiring from business.

D. W. Wilbur, grocer, Delhi, Ont., is succeeded by W. H. Wilbur.

T. Statham & Son, grocers and bakers, Acton, Ont., have sold to D. C. Russell.

Bercier Morris, grocer and butcher, Greenfield, Ont., is succeeded by Dougald McKinnon.

Scrimshaw & Mills have opened a grocery business in Napanee, Ont., with a meat department as well.

P. C. Larkin, of the Salada Tea Co., left Toronto on Monday last for a tour of the American branches of the company.

Ernest Hubel, a grocer in Peterborough, Ont., has disposed of his business on Lake Street there to E. J. McDonnell.

The wholesale and retail merchants of Peterborough, Ont., will organize a company of Home Guards. Salesmen of the merchants are also interested in the movement.

J. A. Corrineau, general merchant, Drysdale, Ont., and who was also postmaster there for many years, passed away suddenly last Friday in his store.

McWilliam & Everist, Limited, wholesale fruit dealers and commission merchants, Toronto, have obtained a charter.

The Canadian Cereal and Flour Mills, Limited, have taken offices on the 14th floor of the Royal Bank Building, Toronto. H. T. Jamieson is the general manager, W. J. Baker is the sales promotion and advertising manager, and John Kennedy the sales manager.



E. F. HICKS,

A young salesman well known to the trade in Ontario, whose death was announced in a recent issue. He traveled for Jno. Sloan & Co., Toronto, prior to his demise.

T. C. Mallory, grocer, St. Thomas, Ont., has purchased the grocery business of C. H. Jolliffe on Wilson Avenue. Mr. Mallory will discontinue his present grocery business on Scott Street.

James G. Cane was unanimously elected president of the Commercial Travelers' Association at the annual nomination meeting at St. George's Hall, Toronto. C. J. Tuthill, second vice-president, and Messrs. J. W. Clarkes, H. Dodgson, F. W. Davis, G. Everatt, F. G. Hector, W. Moore, F. W. Menzies, E. W. McTear, C. J. Silver, directors, were likewise honored as directors of the Toronto board. For first vice-president A. Cook and W. Moore were nominated, and Edward and Wm. M. Fielding were nominated for the office of treasurer.

Western Canada.

A. Greenstone, grocer, Brandon, Man., has sold to M. Shnider.

The stock of the estate of J. H. Labrosse, St. James, Man., has been sold.

The general store of J. D. Munro, Eyebrow, Sask., sustained a fire loss last week.

H. O. Kirkham & Co., grocers, etc., Victoria, B.C., have opened a branch store near the corner of Government and Fort Streets.

S. G. Freeze, a grocer in Calgary, Alta., and an alderman there, as well is reported in the mayoralty field at the next municipal election.

The Standoff Trading Co. have opened a general store at Standoff, Alta., just opposite the upper portion of the Blood Reserve. They have built a new store on the site of the Standoff branch of the Hudson's Bay Co. The store will be under the management of R. N. Wilson.

MORALE.

It is a good old word—morale. Its origin is French; but, springing into popular use during these war times, it suggests to some the Spanish pronunciation, as in tamale—the similarity continues—meaning a mental state of full of "pep," zeal, hope and confidence. Taking it by and large, in war or peace, morale is a good word to pin in your hat.

NEW SERIES ON CARD WRITING

Canadian Grocer has completed arrangements for another splendid series of articles on card-writing. They are from the pen of R. T. D. Edwards, a card-writer of well-known ability in Canada and the first will appear in the near future. All those interested in the writing of display cards are urged to watch for the opening lesson in the series, for we can confidently state that it will prove to be the easiest, most practical and best that has ever been presented to the Canadian trade.

Because Mr. Edwards has ideas of his own with regard to card-writing, he is departing much from the beaten path in the preparation of the articles. He has adopted the simplest methods in the work, doing away with all "red tape" which worries and confuses the new student. The series will therefore not be the "lot for your money" brand, but simple, easily understood and readily followed lessons that can be turned into actual cards in a short time. Little time will be wasted by keeping the student at too much work on elementary lines and curves which so often become tiresome and non-interesting. In other words readers of this paper will be presented with straight, practical pointers on this all-important subject and will not be burdened with "dead wood" and novelty stunts which are to-day not recognized in up-to-date, modern merchandising.

From modern Roman figures, each article will be carried step by step demonstrating how to form each letter and figure with the least possible number of strokes and yet obtain the best results. There will be outlined Roman, brush stroke Roman and different styles of bold face lettering suitable for large cards, posters, etc.; all styles of pen lettering which forms a big section of modern card-writing will be given, including the uses of Round writing, Payzant, music pens, etc. There will be a readable, modernized Old English script type and the Bradley alphabet shown, and some modern lettering which Mr. Edwards has recently gotten together. Speedy forms of the alphabet will also be gone into thoroughly.

One feature of these articles is that each will contain the finished show-cards showing the effect of the lesson put into actual use. The cards will also be seasonable so far as they can be made applicable for business purposes in the succeeding month. Economical ways to use and mix colors properly along with many little kinks and wrinkles that help to simplify the work will be discussed.

One article will deal with the uses of cut-outs and their proper handling—how to make a silhouette and spatter drawings without any knowledge of drawing whatever. Shading will be described as all card-writers should have a knowledge of that feature of the work. There will be lessons on ornamental designs and illuminated caps and also on the best systems to use in the laying out of show-cards.

Air-brush work, with its dozens of different uses, will be gone into closely towards the end of the series. Shadow script lettering, the execution of air-brush design with the use of stencils, and drawings done solely with the air brush will be some of the features of the air-brush work.

In addition, the Edwards' series will include many minor details too numerous to mention here, but which will be taken up as the series proceeds and the proper time comes for their insertion. Clerks wishing to improve their usefulness and selling power, as well as dealers who believe in the power of the show-card as a silent salesman, should follow the series from beginning to end. The first lesson may be expected soon.



Buying Light as Yet in Christmas Fruit Lines

Hand to Mouth Policy May Result in Flurry at Last Moment and Advance of Present Firm Prices—Holiday Goods Have Helped Business to Some Extent—Sugar Steady and in Light Demand—Tea Continues at Top Figures.

Office of Publication, Toronto, Nov. 26.

THE question may be considered at this time as to whether there will be enough holiday fruits to supply the trade until Christmas; the reply is another question as to whether the public will make anything like the usual demands. With most fruits arrived there is an improvement noted in business but comparatively the buying is light and a hand-to-mouth policy is displayed. If demand develops later present firm prices are likely to advance and some orders may go unfilled. The situation is very uncertain. Valencia raisins are very short and there are already sales being made within the trade which is unusual at this stage. Figs have also advanced and prunes, currants and dates are firm.

With the Emden removed better supplies of tea have arrived in England, but the price remains without reaction. The feature of the week was the poor quality of the Indian supplies, evidently the result of delays in making shipment. England has cut off supplying Europe but this has not helped. At present high prices are due to advances in India and Ceylon. There is considerable talk about the possibilities of a war tax and while there has been some high buying the usual attitude is to be careful while prices are so high.

The sugar situation shows little change. In Canada refiners are keeping price up in accordance with their statement that they are grinding costly raws and the demand is very light, indicating that both the trade and consumers still have supplies. When lower prices may be expected is a matter for speculation. The New York situation shows little change unless it is that things have become more settled on a basis which it is believed will hold for some time. The needs of France and England are not thought to be sufficient to take the market higher for some time unless there is another rush to get supplies.

Coffee remains strong. Pepper should ease soon and cream tartar also. New shelled almonds are considerably lower. One line of condensed milk has been reduced 15c case.

Montreal reports a little more interest in the flour situation, but conditions are generally continuing very dull. Domestic demand is very weak and export business is out of line, although the call is strong. Canadian wheat is higher priced than American. With a cold weather demand for mill-feeds, prices have firmed and millers are beginning to refuse orders for straight cars, using this demand as a lever for flour sales. Cornmeal shows a reduction of 10c a sack.

Strictly new-laid eggs are practically off the market so far as dealers are concerned. The price is nominally around 50c, but the statements made by a Toronto firm that it is doubtful if a case of strictly new-laid stock could be had in the city. Fresh eggs are offered, but candling usually reveals them to be hold-overs and no better than storage stocks. Export demand has eased owing to poor condition of American shipments having given the business somewhat of a black eye; more interest is expected shortly.

Spanish onions being shipped back to London is an interesting feature of the vegetable market. The price is advancing rapidly. It is evident that the war department is making reservations for the use of the army.

The Ottawa report that France is looking for Canadian potatoes would indicate the probability of a higher market as shipment would be made from New Brunswick and Delawares practically control the price basis.

New California navel oranges have arrived. The first shipment is slightly later than usual owing to new standards of quality. The crop is reported as being large and prices should be about as low as last year. New crop lemons are coming freely and there appears to be no indication of a shortage. Apples continue firm.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—
Feed prices are firm.
Flour business improved.

PRODUCE AND PROVISIONS—
Eggs advance to 45c.
Provisions show weakness.
Poor quality butter in.
Live ducks and geese sell.

FISH AND OYSTERS—
Cod and haddock scarce.
Halibut plentiful.
Shell oysters quiet.

FRUITS AND VEGETABLES—
Apples remain firm.
Oranges slightly dearer.
Florida and Mexican oranges in.
Lemons a little cheaper.
Potatoes in good demand.

GENERAL GROCERIES—
Grenobles will be late.
No sultanas coming in.
Most nuts in but are high.
Guaranteed peas hard to get.
Talk of duty on tea.
Coffee slightly cheaper.

ONTARIO MARKETS.

PRODUCE AND PROVISIONS—
Cooked hams 1c cheaper.
No new laid eggs available.
Butter and cheese are steady.

FRUIT AND VEGETABLES—
New Navel oranges in.
Spanish onions back to England.
French demand may send potatoes up.
Lemons now coming freely.

FISH AND OYSTERS—
Herring only fresh fish.
Bloaters and kippers scarce.
Demand for frozen fish good.

FLOUR AND CEREALS—
Demand still dull.
Cornmeal 10c cheaper.
Mill feeds up $1.00.
Straight cars of feed not sold.

GENERAL GROCERIES—
Sugar and tea strong and steady.
Shelled almonds much cheaper.
Peas scarce and up 10c.
New fruits going to trade.
Raisins and figs are advancing.

QUEBEC MARKETS.

Montreal, Nov. 26.—With stocks of new fruits and nuts in, more activity is noticed around the wholesale houses, and a better feeling exists. One wholesaler says things are good when circumstances are considered. Another reports a distinct improvement after a long period of quietness. Some retailers are delaying their purchases with the hope of securing better prices nearer Christmas. While nuts have opened high, there is such a scarcity in some lines, very much lower prices seem unlikely, especially with so many buyers holding off ready to jump in early in December.

Important changes which retailers should note are an advance in new-laid

eggs to 45c, with a further advance coming; a slight cut in meat prices, a drop in lemons, and an advance in oranges. Spanish onions are a little higher, while prices were shaded slightly. Grenobles are liable not to arrive for Christmas, while Sultanas are said to be missing altogether.

There are a number of minor changes. California loose muscatels have advanced ¼c in sympathy with Valencias, and are now quoted 8½c. Sicily filberts have advanced ½c to 12½c to 14c. Clean Filiatra currants, loose, advanced ¼c to 7½c. Valencia raisins are up 1c, in sympathy with primary markets.

Evaporated winter apples are now in stock, selling at 8½c to 9c.

Some French vegetables in tins have arrived, and are welcome, as stocks are low, and many tables would have been deprived of luxuries this Christmas, which only the rich can afford. They include mixed vegetables, mushrooms and string beans. Supplies of olive oil and pate de foie gras also arrived.

SUGAR.—There was no change in sugar this week. The trade would not have been surprised had a decline taken place, owing to the weak state of the New York market. Sales of refined to France have almost ended, and raws are not in demand at 3c. Sugar is being sold in Canada hand to mouth, dealers evidently having no confidence in the market. Refiners do not predict whether a decline is likely to take place or not. They merely state that no decline is in sight, but that one might take place any moment.

One of the refiners made the interesting statement this week that the raws they are using now cost more than the price of refined to-day. It has already been stated that refiners are losing money at the present price. When they bought it looked as though raws would go still higher.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	6 75
20 lb. bags	6 85
2 and 5-lb. cartons	7 05
Yellow Sugars—	
No. 3	6 60
No. 1	6 35
Extra Ground Sugars—	
Barrels	7 15
50 lb. boxes	7 35
25 lb. boxes	7 55
Powdered Sugars—	
Barrels	6 95
50 lb. boxes	7 15
25 lb. boxes	7 35
Paris Lumps—	
100 lb. boxes	7 20
50 lb. boxes	7 30
25 lb. boxes	7 50
Crystal Diamonds—	
Barrels	7 40
100 lb. boxes	7 50
50 lb. boxes	7 60
25 lb. boxes	7 80
Cartons and half cartons	8 75
Crystal Dominoes, cartons	8 85

DRIED FRUIT.—Valencia raisins have been advanced from 1c to 1¼c since opening. No new Sultanas seem to have arrived yet. Stocks of new currants are plentiful, and are bringing around 7-7½c. There are no old stocks left. First direct shipment of dates has reached New York, and prices on second shipment, due in ten days, have not yet been named. Brokers state that trouble with Turkey will raise the price of both figs and dates. Some New York importers have withdrawn prices on figs. A Montreal importer states that there will be no new Sultanas on account of the war in Turkey, and that Californias or old crop will have to be depended upon.

EVAPORATED FRUITS.	Per lb.	
Apples, best winter	0 08½	0 09
Nectarines, choice	....	0 11
Peaches, choice	....	0 09½
Pears, choice	....	0 13
Apricots	....	0 15
DRIED FRUITS.		
Candied Peels—		
Citron	....	0 18
Lemon	....	0 11¾
Orange	....	0 11¾
Currants—		
Amalias, loose	0 07½	....
Amalias, 1-lb. pkgs.	0 08	0 08¼
Filiatras, fine, loose, new	....	0 07½
Filiatras, packages, new	....	0 08
Dates—		
Dromedary, package stock, per pkg..	0 10	0 13½
Fards, choicest	0 11	0 14½
Hallowee, loose	0 06	....
Hallowee, 1-lb. pkgs.	0 07½	0 08
Prunes—		
30 to 40, in 25-lb. boxes, faced	....	0 14
40 to 50, in 25-lb. boxes, faced	....	0 13
50 to 60, in 25-lb. boxes, faced	....	0 12
60 to 70, in 25-lb. boxes, faced	....	0 11½
70 to 80, in 25-lb. boxes, faced	....	0 10½
80 to 90, in 25-lb. boxes, faced	....	0 10
90 to 100, in 25-lb. boxes, faced	....	0 09½
Raisins—		
Malaga table, box of 22 lbs., 3-crown cluster, $2.60; 5-crown cluster	....	3 60
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	....	0 12
Valencia, new	0 08¼	0 09¼
Seeded, fancy	....	0 10
Seeded, choice	....	0 09½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

RICE.—There is a marked firmness in English markets. The Indian crops are reported to be somewhat short. This would affect principally the Patna grades, and a shortage will possibly mean a firmer feeling. There are no other changes locally.

	Per cwt.
Rangoon Rices—	
Rangoon "B"	3 50
"C.C."	3 40
India bright	3 65
Lustre	3 75
Polished	5 25
Pearl	5 35
Fancy Rices—	Per cwt.
Imperial Glace	5 65
Sparkle	5 85
Crystal	5 85
Ice drips	6 20
Snow	6 05
Carolina head	7 85

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

	Per lb.	
Imported Patna—		
Bags, 224 lbs.	0 06	0 06½
Half bags, 112 lbs.	0 05¾	0 06
Quarter bags, 56 lbs.	0 05⅞	0 06¼
Velvet head Carolina	0 09½	0 10¼
Sago, brown	0 06	0 06½
Tapioca—		
Pearl, lb.	0 05¼	0 06
Seed, lb.	0 05¼	0 06

MOLASSES.—Market is quiet. The demand is hand to mouth. Good stocks are held. There is no immediate indication of an advance.

Barbadoes Molasses—	Prices for Island of Montreal. Fancy.	Choice.
Puncheons	.38	.36
Barrels	.41	.39
Half barrels	.43	.42

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls.	0 04¼
Pails, 38½ lbs., $1.95; 25 lbs.	1 46
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Maple Syrups—	
Pure, per 8½ lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00
Maple sugar, pure, per lb.	0 10 0 11

COFFEE.—Recently large jobbers issued a new price list containing slight reductions in price. The following are new:—Jamaica, 23 to 24c; Java, 33-34c; Maricaibo, 22-25c; Mocha, 29-31c; Rios, 17 to 20c.

Coffee Roasted—		
Bogotas	0 26	0 30
Jamaica	0 23	0 24
Java	0 30	0 33
Maricaibo	0 22	0 25
Mexican	0 27	0 28
Mocha	0 29	0 31
Rio	0 17	0 20
Santos	0 21	0 22
Chicory, per lb.	0 10	0 12

NUTS.—Retailers will probably be disappointed with Grenoble walnuts this year, as they have been delayed. Some wholesalers, realizing situation, have already advised their customers with whom they contracted for end of November, that shipments will not arrive until late in December, possibly too late for the Christmas trade. Some importers, however, claim that their shipments will be in next week, and these will be first on market. There are few on the primary markets, and transportation difficulties are being experienced. The 1914 crop of shelled walnuts will come on to the market at 45c wholesale, which is fairly high compared with last year, but if further supplies come through well, will cheapen, though it is not likely they will be less than 40c. Importers claim there is only a small margin even at this price. Filberts are opening 1½c higher than a year ago, and Montreal prices have advanced ¼c. Shelled almonds are considerably dearer. Local houses have been inclined to hold off with the hope that prices would be easier. Americans have been doing same. As lower prices do not seem likely, there will probably be a scramble for nuts early in December.

Grenobles, new	0 15½	0 16½
Tarragonas, new	0 18	0 19
Marbots, new	0 12½	0 13½
Shelled walnuts, new, per lb.	0 35	0 40
Shelled almonds, 28-lb. boxes, per lb.	....	0 45
Sicily filberts	0 12½	0 14
Pecans, large	....	0 18
Almonds	0 21	0 22
Brazils, new	....	0 15
Peanuts, No. 1, 12½c; No. 2	....	0 09¾
Peanuts, No. 3	....	0 08¾
Canadian chestnuts	....	0 12

SPICES.—Prices are slightly higher on pure ground black and white pepper—23c to 24c and 32c to 33c respectively. Wholesalers state that they are getting 60c lb. for cream of tartar, and very little demand at that. Importers of pepper state that they see no reason why prices should go down now.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins. dozen.
Allspice	0 14—0 18	0 60—0 70	0 70—0 80
Cassia	0 22—0 25	0 72—0 90	0 80—0 90
Cayenne pepper	0 30—0 35	1 02—1 15	1 10—1 25
Cloves	0 35—0 40	1 15—1 30	1 25—1 40
Cream tartar—50c.			
Ginger, Cochin	0 18—0 23	....—....	....—....
Ginger, Jamaica	0 20—0 25	0 90—1 05	0 95—1 10
Mace	0 85—1 10	....—....	....—....
Nutmegs	0 30—0 35	1 02—1 20	1 10—1 25
Pepper, black	0 23—0 24	0 80—0 90	0 90—1 00
Pepper, white	0 32—0 33	1 05—1 10	1 1—1 20
Pastry spice	0 25—0 32	0 85—1 10	0 95—1 15
Pickling spice	0 20—0 25	0 75—0 90	0 80—0 95
Turmeric	0 20—0 22	....—....	....—....

Lower prices for pails, boxes or baliers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	....	0 12
Dutch	....	0 20
Cinnamon, Ceylon, lb.	....	0 60
Mustard seed, bulk	0 18	0 22
Celery seed, bulk	0 35	0 45
Cayenne chillies	0 25	0 30
Shredded cocoanut, in pails	0 20	0 25

DRIED VEGETABLES.—The bean market has a firmer tone this week. Business which went at $2.30 seems to have taken up all orders available, and it is not likely wholesalers will be able to buy more at that price. It is possible, however, that farmers might come forward with their stocks, and bring the price down again. Beans are being sold this week at $2.40, but there is little anxiety to buy. Brokers complain that they cannot get peas fit to guarantee, otherwise there is a good demand for good boilers, selling to wholesalers around $2.55. There are plenty of peas, but they cannot be guaranteed, and Montreal must have peas guaranteed to boil. Pea soup is more popular in Quebec Province than bean soup. Some people think that the poor quality of peas will help to keep the bean market firm.

Beans—		
Hand picked, per bushel	....	2 85
Canadian, white, per bushel	....	2 65
Yellow, per bushel	....	3 25
Yellow eyes, per bushel	....	3 25
Lima, per lb.	0 08	0 08½
Peas, Imperial green, per bushel	....	2 50
Peas, white soup, per bushel	2 60	2 75
Barley, pot, per abg	....	3 50
Barley, pearl	....	4 50

CONFECTIONERY.—Importers state that no restrictions are placed now on exportation of confectionery by British Government. The difficulty is not in getting shipments, but in getting the goods manufactured in England. Prices on toffee are up 20 per cent., and the demand is so good, stocks are cleared out almost on arrival. In Old Country chocolate much competition is being experienced from Canadian manufacturers, and it is more difficult to sell.

ONTARIO MARKETS.

Toronto, Nov. 26.—The arrival of new fruits has created a better demand amongst the wholesale grocers, but it should be remembered that this is the season when there is usually very heavy buying for the Christmas trade. Comparatively speaking, the disposition seems to be to wait. The idea seems to be to buy closely from hand to mouth and to steer clear of futures. To a large extent this also applies to the wholesalers themselves. However, retailers are not likely to find any advantage. Under the existing circumstances, with the shortage of imported lines, prices are not likely to be reduced, and rather the contrary seems the probability, for if there is a scurry for supplies in the last couple of weeks, not only is there likely to be higher prices, but there may be many who will be unable to get their orders filled. Already there is buying amongst the wholesalers themselves at comparatively high prices. Figs and Valencia raisins are particularly strong, but currants, dates and prunes are also in a better position. Collections are reported as fair in the country and backward in the city.

Tea has maintained its strong position, despite fair supplies from India and Ceylon, which were expected to relieve the situation. Poor quality Indians are the latest feature of the London market. Continental supplies have also been cut off by England, but the strain has not eased. Sugar remains steady, and very dull in Canada. New York reports steady conditions, with the prospects that a basis has been arrived at for the first Cuban supplies.

Borden's condensed milk has been reduced 15c a case for the baby size. Phosphorous silent matches cannot be manufactured after the first of the year, but the trade will be given an opportunity to clean up stocks on hand.

TEA.—The London market this week has maintained its position. Japans are unavailable in primary markets. Chinas continue firm. The whole situation shows continued strength. London had rather been expected to ease with supplies coming forward after the capture of the Emden; but the unexpected happened when prices strengthened at primary sources, and to-day strength is chiefly at markets in India and Ceylon. The action of the British Government in cutting off Continent, in an evident effort to keep supplies from Germany, might also have been expected to have brought about some reaction. However, the only feature of market was that Indian teas offered were of unusually poor quality. This was probably due to fact that shipments were delayed, and tea soon loses quality if held up at this time of year. There is some speculation to be noted in trade on account of talk of a war tax, and buying is a little more active on this account, but generally there is shown hesitation at prevailing high prices, and a tax imposed at this time would produce immediate revenue on account of small supplies on hand throughout country.

SUGAR.—The week has shown little change in the sugar situation in Canada or in world markets—unless it might be that conditions in general have taken more definite shape. Evidently in this country trade is still well supplied, and waiting for lower prices before buying, while consumers also appear to be well stocked and curbing consumption. How long prices will remain up is problematical; certainly the consumption, or rather consumer buying, cannot be making very heavy inroads on the present raw stocks, which the refiners claim cost them so dear.

Indications from New York are that buyers can rest assured as to prices on the present basis until the Cuban crop is largely distributed. From report of Willett & Gray, it is noted that France has taken 65,000 tons so far, and has evidently still got 235,000 tons to buy. Great Britain is reported as still having sufficient supplies until May, 1915, and requiring over half a million tons to October, 1915. It is estimated that Java, Cuba and the States will be able to meet the demands, and that present prices will be likely to hold unless there are flurries in the buying and attempts made to divert interest temporarily. Germany is reported as encouraging the use of molasses in stock food, and thus diverting about 75,000 tons. Great Britain has opened the sugar embargo to the extent of allowing all purchases prior to date of legislation to enter.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 81
20 lb. bags	6 91
10 lb. bags	6 96
2 and 5-lb. cartons	7 10
Nova Scotia refined, 100-lb. bags	6 71
Extra Ground Sugars—	
Barrels	7 21
50 lb. boxes	7 41
25 lb. boxes	7 61
Powdered Sugars—	
Barrels	7 01
50 lb. boxes	7 21
25 lb. boxes	7 41
Crystal Diamonds—	
Barrels	7 56
100 lb. boxes	7 56
50 lb. boxes	7 66
Paris Lumps—	
100 lb. boxes	7 56
50 lb. boxes	7 66
25 lb. boxes	7 86
Cartons (20 to case)	8 11
Cartons (50 to case)	8 61
Crystal Dominoes, cartons	8 71
Yellow Sugars—	
No. 1	6 41

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

DRIED FRUITS.—Practically all new fruits have now arrived—that is, that may be expected to arrive. Prices have been readjusted, and old stocks are practically out. Christmas buying should be active, but the policy of hand-to-mouth supplies is delaying demand. In some lines there is a shortage, and with a development of business of anything like usual proportions there is likely to be a flurry for supplies at the last moment, which will result in prices going up and in some orders not being filled. Price tendencies do not seem to permit of lower prices. Advances on figs, for example, have been 1c lb., and for Valencia raisins considerably more. In fact, Valencia raisins are to-day being sold in the trade at 8c, which is an unusual circumstance at this season. New apricots are firm, although the price has eased off from the old basis. New dates will be here shortly, and they will be higher in price. Prunes are generally strong, with an upward tendency.

Apricots—		
Apples, evaporated, per lb.	0 06	0 06½
Standard, 25 lb. boxes	0 10	0 12
Choice, 25 lb. boxes	0 12	0 14
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lb.	0 07½	0 08
Amalas, choicest, per lb.	0 07½	0 08
Patras, per lb.	0 08	0 08½
Vostizzas, choice	0 09½	0 10
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 07½	0 09
Hallowees	0 06	0 06½
Prunes—		
30-40s, California, 25 lb. boxes	0 13½	0 14½
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12¾
60-70s, 50 lb. boxes	0 10	0 10½
70-80s, 50 lb. boxes	0 09½	0 10

80-90s, 50 lb. boxes	0 09	0 09½
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 07	0 07½
25-lb. boxes ¼c more.		
Raisins—		
Sultana, choice, new	0 10	0 11
Sultana, fancy, new	0 12	0 14
Valencia	0 08¾	0 09½
Seeded, fancy, 1 lb. packets	0 10	0 10½
Seeded, choice, 1 lb. packets	0 09½	0 10
Seeded, choice, 12 oz.	....	0 08½
Seedless, 16 oz. packets	0 11	0 11½
Seedless, 12 oz. packets	....	0 10

NUTS.—Demand is a little better for holiday trade. New almonds have arrived, and shelled have dropped to 42c-44c. New filberts should be here during the week. Brazils are a trifle firmer, but both these and peanuts would have been much higher now had it not been for the war cutting off European markets.

	Per lb.	
In Shell—		
Almonds, Tarragona	0 17½	0 20
Brazils, medium, new	0 11½	0 12½
Brazils, large, washed, new	0 13	0 15
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 15	0 17
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	....	0 17½
Walnuts, Bordeaux	....	0 14
Walnuts, Marbots	....	0 15
Shelled—		
Almonds	0 42	0 44
Filberts	....	0 35
Peanuts	0 10½	0 11
Pecans	0 56	0 60
Walnuts	0 48	0 50

SPICES. — Conditions show little change. Cream of tartar may be expected to ease further after present stocks are moved. New arrivals of lower-priced supplies will be here in a short time. Peppers continue firm, but quotations should ease before long when additional supplies come forward. Herbs are scarce and dear, a continuation of former conditions.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	....—0 10	....—0 15
Allspice, whole	....—....	....—0 15
Cassia, whole	....—....	0 21—0 26
Cassia, ground	0 14—0 16	0 21—0 26
Cinnamon, Batavia	....—....	0 36—0 40
Cloves, whole	....—....	0 28—0 33
Cloves, ground	0 18—0 22	0 28—0 35
Cream of tartar	0 25—0 35	....—0 40
Curry powder	....—....	....—0 35
Ginger, Cochin	0 14—0 17	0 20—0 23
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, whole	....—....	0 24—0 27
Ginger, African, ground	....—....	....—0 16
Mace	....—....	0 80—1 05
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....—0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins	....—....	....—0 50
Pastry spice	....—....	0 22—0 25
Peppers, black, ground	0 12—0 16	0 19—0 22
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 19—0 24	0 30—0 33
Peppers, white, whole	....—....	0 27—0 30
Pickling spice	....—....	....—0 15
Turmeric	....—....	0 18—0 20

BEANS.—Conditions for beans continue firm, although variation in quality has slightly increased the price range. Demand for peas is strong, and price has been advanced. Blue peas are going abroad, and white peas are finding a strong market in Quebec when quality is good and boiling qualities can be guaranteed .

	Per bushel.	
Beans—		
Canadian, hand picked	3 00	3 10
Canadian primes	2 85	2 95
Lima, per lb.	0 08¾	0 09
Peas, blue, Canadian, per bush.	3 00	3 10
Peas, whole, white, per bush.	3 00	3 10

COFFEE.—The market is firm, with prospects that prices may be advanced. Mochas are particularly strong, and Brazilians have taken a firmer tone owing to interruptions to traffic.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 33	0 36
Arabian Mocha	0 33	0 36
Guatemala	....	0 32
Bucramanga	0 30	0 32
Mexican	0 30	0 32
Maracaibo	0 26	0 29
Jamaica	0 26	0 28
Santos	0 22	0 25
Rio	0 18	0 22
Chicory	....	0 14

RICE.—There is no change in this market. Demand continues fair. Tapioca is inclined to be a little easier on the resumption of traffic from the East on a better basis.

Rice—		
Rangoon, per lb.	0 03½	0 04
Rangoon, fancy, per lb.	0 04½	0 05
Patna, per lb.	0 06½	0 08
Japan, per lb.	0 06½	0 06
Java, per lb.	0 08	0 08½
Carolina, per lb.	0 09	0 10
Sago—		
Brown, per lb.	0 06	0 06½
White, per lb.	....	0 06
Tapioca—		
Bullet, double goat	....	0 10½
Medium pearl	0 06	0 07
Seed pearl	0 06	0 07
Flake	....	0 10½

SYRUPS.—Demand for syrups continues weak, somewhat weaker, in fact. Open weather is not conducive to strong demand in this department. There is a fair demand for molasses, but volume is never large on this market. Prices for syrups show no sign of change, and for molasses the market is likely to hold until there are new arrivals in February, and it is unlikely that there will be an important change then, so long as sugar maintains its present position, and this is now predicted so far as raw market is concerned.

Syrups—	Per case.	
2 lb. tins, 2 doz. in case	....	2 65
5 lb. tins, 1 doz. in case	....	3 00
10 lb. tins, ½ doz. in case	....	2 90
20 lb. tins, ¼ doz. in case	....	2 85
Barrels, per lb.	....	0 03¾
Half barrels, lb.	....	0 04
Quarter barrels, lb.	....	0 04¼
Pails, 38½ lbs. each	....	1 95
Pails, 25 lbs. each	....	1 40
Molasses, per gallon—		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	0 24	0 26
West Indies, half barrels	0 26	0 28
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 6 to case	4 40	4 80
½ gals., 12 to case	4 70	5 40
¼ gals., 24 to case	4 70	5 40
Pints, 24 to case	2 60	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12½
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 90

CANNED GOODS.

MONTREAL.—Wholesale grocers are busy filling orders of canned goods, which were placed months ago. Little new business is coming in, orders now being hand to mouth.

MANITOBA MARKETS.

Winnipeg, November 25.—Xmas trade at present time is quite satisfactory—or rather, it would be satisfactory were the wholesalers in a position to fill orders. The snow and the cold weather seem to have stimulated business to a considerable extent. Perhaps it has not made as much difference to the grocery trade as to some others, but in the West especially when one line benefits, all benefit. The difficulty in getting some lines required for Xmas business will, it is expected, be over in a week, and then dealers may look for prompt delivery of their orders.

SUGAR.—There has, as was expected, been a drop here of from 20 to 30c on sugar. Eastern sugar is now quoted at $7 while British Columbia is put on a new basis of $6.70. There is, moreover, an expectation that sugar will go still lower. After that, however, the market will probably be steady, for with such a further decrease the Canadian product will be on a footing more nearly related to New York raws, when the war tax of 70c is considered. This week there has been an improvement in both the refined and raw market in New York. Some slight advances have been made there in the last few days, and it seems likely that further slight advances will follow.

	Per cwt. in sacks.
Sugar, Eastern—	
Extra standard granulated	7 00
Extra ground or icing	7 00
Powdered	6 80
Lump, hard	7 45
Montreal yellow	6 10
Sugar, Western Ontario—	
Sacks, per 100 lbs.	5 95
Barrels, per cwt.	6 00
Halves, 50 lbs., per cwt.	6 05
Bales, 20 lbs., per cwt.	6 30
Powdered, barrels	5 65
Powdered, 50s	6 95
Powdered, 25s	6 70
Icing, barrels	6 60
Icing, 50s	6 85
Icing, 25s	7 00
Icing, pails	6 95
Cut loaf, barrels	6 70
Cut loaf, 50s	6 95
Cut loaf, 25s	7 20
Sugar, British Columbia—	
Extra standard granulated	6 70
Bar sugar	6 85
Icing sugar	7 05
Powdered sugar	6 85
H. P. lumps	7 55
Yellow	6 05
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 60
5-lb. tins, 1 doz. to case, per case	4 00
10-lb. tins, ½ doz. to case, per case	3 75
20-lb. tins, 3 tins to case, per case	3 70

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.
Barbadoes	0 53
New Orleans	0 34

Maple Syrups—	Per case.
Imperial quarts, case, 2 doz.	5 40
Imperial ½ gals., 1 doz.	5 55
New, pure, ½ gal. case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—Evaporated apples have dropped 1c during the week. Currants remain steady—also dates, with the exception of fards, which are down 10c. All foreign fruits and nuts have been very largely delayed owing to transportation difficulties. It was expected these would be on the Winnipeg market by now, but heavy storms on the Great Lakes have materially delayed all boats carrying these lines. There seems every reason to expect delivery during the coming week — and this, after all, will leave ample time for retailers to secure the cream of the Xmas trade.

Apples, evaporated, new, 50's	....	0 06¾
Apples, evaporated, new, 25's	....	0 07
Apricots, choice, 25's	....	0 12
Apricots, choice, 10's	....	0 13
Apricots, standard, 25's	....	0 11¾
Currants—		
Dry clean	....	0 09½
Washed	....	0 10
1 lb. package	....	0 09½
2 lb. package	....	0 19
Vostizzas, 1 lb.	....	0 10½
Dates—		
Hallowi, loose, per lb.	....	0 06
Hallowi, 1 lb. pkgs.	....	0 06½
Fard dates, 12-lb. boxes	....	1 00

Peaches—		
Standard, 25-lb. boxes	....	0 06¾
Choice, 25-lb. boxes	....	0 07½
Choice, 10-lb. boxes	....	0 08½
Raisins, Valencias—		
Fine selected	....	2 35
Four crown layers	....	2 45
Raisins, Sultanas—		
California bleached	....	0 10¾
Raisins, Muscatels—		
3 crown loose, 50's	....	0 08¼
3 crown, loose, 25's	....	0 08½
Choice, seeded, lb.	....	0 09¼
Extra fancy seeded, lb.	....	0 09¾
12-oz. packages, fancy	....	0 08
12-oz. packages, choice	....	0 07⅞
Prunes, in 25-lb. boxes—		
90 to 100	....	0 07½
80 to 90	....	0 08¼
70 to 80	....	0 08⅝
Choice, 25-lb. boxes	....	0 08⅞
60 to 70	....	0 09⅛
50 to 60	....	0 09¾
40 to 50	....	0 10¼

TEAS AND COFFEES.—No price changes whatever to record. It is not thought the new tax which the Imperial Government has placed upon tea will have any effect regarding price in the West. The demand is somewhat smaller than it has been. On the other hand, there seems every reason to look for more steady ordering during December, January and February.

Coffee—	Per lb.	
Rio, No. 5, green	....	0 13½
Rio, roasted	....	0 16½
Santos, green, No. 4	....	0 15½
Santos, roasted	0 22¼	0 23¼
Chicory, per lb.	0 07	0 08
Teas—		
Japans—		
Choicest basket, fired	0 40	0 50
Choicest, pan fired	0 40	0 50
Very fine, pan fired	0 35	0 40
Medium, pan fired	0 30	0 35
Common, pan fired	....	0 25
India and Ceylon—		
Souchongs	....	0 30
Pekoe Souchongs	....	0 35
Pekoe	....	0 40
Broken orange and orange	0 40	0 50
China—		
Fine Keelum	0 50	0 60
Good Packlum	....	0 35
Common moning	....	0 25

BEANS.—As was indicated last week, the Canadian market depends largely upon the export demand. This is continuing heavy, and Ontario dealers as a result are increasing rather than decreasing their prices. In consequence there has come an advance of 10c in three-lb. pickers F.O.B. Winnipeg. Foreign hand-picked beans have declined, on the other hand, being now quoted at $3.30, which is more on a level with the Canadian beans. California Lima beans are being quoted in bag lots at $8.25, and 8½c in less than bag lots.

Beans—		
Foreign, hand-picked	....	3 30
Canadian, hand-picked	....	3 40
5-lb. pickers	....	2 85
California Lima Beans—		
Bag lots	....	0 08¼
Less than bag lots	....	0 08½
Barley—		
Pot, per sack, 90 lbs.	....	3 00
Pearl, per sack, 98 lbs.	....	4 15
Peas—		
Split peas, sack, 98 lbs.	330	3 75
Whole peas, bushel	....	2 50

RICE AND TAPIOCA.—Patna rices may be expected to advance before the arrival of the new crop, which will not reach here until next April. Siam and Japan rices have not changed in price for some time. It is hard to predict when the change will come, but general impression is that this change will be in an upward direction.

Rice and Tapioca—		
No. 1 Japan, per lb.	....	0 05⅞
No. 2 Japan, per lb.	....	0 05
Siam, per lb.	....	0 04¼
Patna, per lb.	0 06¼	0 06¾
Carolina, per lb.	....	0 08
Sago, pearl, per lb.	....	0 05¼
Tapioca, pearl, per lb.	....	0 05

ALBERTA MARKETS.

By Wire.

Edmonton, Nov. 26.—New fruit is arriving in good quantities and of excellent quality. Christmas trade is looking better. Tea is firmer; prunes steadier; but sugar market is weak and uncertain. Owing to the Ontario bean crop being short and not of extra good quality, beans grown in the Ashcroft district, in British Columbia and Japan are gradually coming in. Probably they may only last for a few months, but Japan beans are of fine quality, and quoted at $2.80 to $3.20. Little change is noticed in the Edmonton district during past week. Cheese is higher at 17c to 18c. Ontario beans declined to $2.80. Potatoes are 50c to 55c per bushel. Sugar (granulated) is down to $7.30 to $7.40, and yellow is $6.65. Canned goods remain firm, and lemons have increased to $7.

Produce and Provisions—		
Cheese, per lb.	0 16½	0 17
Butter, creamery, per lb.	....	0 31
Butter, dairy, No. 1, 26c; No. 2	....	0 21
Cheese, per lb.	0 17	0 18
Lard, pure, 3's, per case	....	7 95
Lard, pure, 5's, per case	....	7 90
Lard, pure, 10's, per case	....	7 80
Lard, pure, 20's, each	....	2 53
General—		
Beans, Ontario, per bushel	....	2 80
Beans, Japan, per bush.	2 80	3 00
Coffee, whole roasted, Rio	0 18¼	0 20
Evaporated apples, 50's	0 08	0 08½
Potatoes, per bush.	0 50	0 55
Rolled oats, 20's	....	0 79
Rolled oats, bail	3 25	3 75
Flour, 98's, $3.55-$3.65; rolled oats, 80's	....	2 50
Rice, per cwt.	....	4 50
Sugar, standard gran., per cwt.	7 30	7 40
Sugar, yellow, per cwt.	....	6 65
Canned Goods—		
Apples, gals., case	....	1 50
Corn, standard, per two dozen	2 05	2 10
Peas, standard, 2 dozen	....	2 10
Plums, Lombard	....	2 25
Peaches	....	3 25
Strawberries, $4.45; raspberries	....	4 00
Tomatoes, standard, per dozen	....	2 50
Salmon, sockeye, 4 doz. talls, case, 1s	....	3 50
Cohoes, 1's, $5.75; humpbacks, 1's	....	4 35
Fruits—		
Lemons	....	7 00

NEW BRUNSWICK MARKETS.

(By Wire.)

St. John, Nov. 26.—There are few market changes to record this week. Business is quite brisk. The closing of the river has caused a little decline in trade in northern parts of the city but up to the ceasing of navigation business was good. Christmas trade looks bright. Local firms are profiting by the army remount depot and garrison men here making an extra demand on many staples. There is interest in the tea market; local supplies are very fair. Dealers are unable to say anything about sugar tendencies. Molasses are up slightly, stocks being average. Oatmeal is lower. Barrelled beef is high at $28.50 to $29. Pure lard has advanced to 13c and 13½c. Dealers are buying little more than needed in dried fruits, expecting lower rates early in the New Year. Raisins are firm, eggs steady, with supplies fair.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	....	0 17
Beef, barrel	28 50	29 00
Beef, corned, 1 lb.	3 15	3 30
Pork, American clear, per bbl.	27 00	29 00
Pork, domestic, per bbl.	28 00	29 00
Butter, dairy, per lb.	0 26	0 27
Butter, creamery, per lb.	0 29	0 30
Eggs	0 30	0 31
Lard, compound, per lb.	0 10¼	0 10½
Lard, pure, per lb.	0 13	0 13½
Cheese	0 16½	0 16¾
Flour and Cereals—		
Cornmeal, gran.	....	6 00
Cornmeal, ordinary	....	1 90
Flour, Manitoba, per bbl.	....	7 55
Flour, Ontario	....	6 85
Rolled oats, per bbl.	....	7 00
Oatmeal, standard, per bbl.	....	7 25
Fresh Fruits and Vegetables—		
Lemons, Messina, box	....	7 00
Oranges, Val., case	4 00	5 50
Potatoes, new, bbl.	1 25	1 35
Sugar—		
Standard granulated	6 90	7 00
United Empire	6 80	6 90
Bright yellow	6 70	6 80
No. 1 yellow	6 40	6 50
Paris lumps	8 00	8 25
Beans, white, per bush.	2 95	3 00
Beans, yellow eyes, per bush.	3 15	3 20
Canned pork and beans, per case	2 80	3 00
Molasses, per gal.	0 35	0 36
Cream of tartar, per lb., bulk	0 50	0 53
Currants, per lb.	0 08	0 08¼
Rice per cwt.	4 50	5 00

ONTARIO APPLES IN THE WEST.

Care Should Now Be Taken to See That Cars are Well Heated.

Although shipments have fallen off considerably of late, owing undoubtedly to the colder weather, reports from Western Canada indicate that that market is still being largely supplied with Ontario apples. Shippers in the east should now make full allowance for zero weather beyond the Great Lakes when shipments are contemplated and cars will require to be well heated. There would still appear to be a good demand for Ontario apples if they can be got through at reasonable cost.

Calgary reports recently two cars of spys at $4.50 to $5. There were three cars from British Columbia and none from Washington. The former market is practically sold out. Several cars from Ontario arrived on private orders.

Regina reports twelve cars of Ontario apples for the week with British Columbia shipments very light.

Edmonton reports light shipments with only eight cars for the week, two of which were from Ontario. Ontario barrels retail as follows:—Spys $5.50, Snows $6, Kings and Greenings $4.50 and $4.50 to $4.75 for other varieties, with No. 2's 50c under.

FINEST EVER READ.

That Canadian Grocer's Fall Sales Number of October 30 was appreciated in the United States as well as in Canada is evidenced by this extract from a letter of a New York subscriber, Chas. O. Elliott, the manager of the coffee department of J. B. Greenhut Co., one of the big grocery stores of that city:

"I was pleased to get the Fall Sales Number of Canadian Grocer. This number is a great work of art as well as of commercial ideas. I have handed it over to the manager of the store, who is giving it special attention. It's certainly the finest I ever read in the trade paper line. Success to you and The Grocer."

Fruit and Vegetables

Onions Go Back to England; New Navel Oranges

Spanish Stocks Sent to London, Evidently for Army Needs — California Oranges Later, But of Better Quality; a Big Crop— Potatoes Will Be Dearer as France Makes a Demand for Supplies —Apples Continue Firm.

MONTREAL.

FRUITS.—Despite the fact that navigation closes this week, apple market remains firm. Prices on some lines are slightly higher this week, and a decline in brands like Fameuse, McIntosh Reds, and Spys is unlikely. Oranges are slightly dearer, while Messina Verdelli lemons are cheaper, probably because new crop is due. Cranberries are quoted from $6 to $7, and only experience a fair demand as yet. New grape fruits are bringing $3 per box. Malaga lemons are now on market, quoted $4.50 to $5. Florida and Mexican oranges are being offered at 3.25 per box.

Apples—		
Baldwins, No. 1, bbl.	....	3 50
Spys, No. 1, bbl.	....	3 75
Russets, No. 1, bbl.	....	3 25
Greenings, No. 1, bbl.	....	3 50
Fameuse, No. 1, bbl.	....	5 00
McIntosh Reds, No. 1, bbl.	....	4 50
No. 2, all varieties, 50c less per barrel.		
Bananas, crate	2 00	2 25
Cranberries, bbl.	6 00	7 00
Grapefruits, Jamaica, case	....	3 00
Grapes, Malaga, keg	....	5 50
Lemons—		
Messina Verdelli extra fancy, 300 size.	....	4 00
Malaga, 420 size	....	4 50
Oranges—		
Cal. Valencia, 150-176-200-216	....	4 50
Cal., 100-126-150-288 size box	....	4 25
Florida, 126-150-176-200-216	....	3 25
Mexican, 126-150-176-200-216-250	....	3 25

VEGETABLES.—The principal demand is for potatoes, which are still quoted 65 to 75c per bag. Spanish oninons are dearer this week because of scarcity, being quoted at 3.50 per case, an advance of 50c. Hothouse tomatoes, which have shown considerable weakness for past few weeks, are expected to be firmer from now on. This week's quotations are 15 to 18c. An advance took place in price of American beans from 3.00 per basket, to $3.50 to $3.75. A further advance is anticipated. Demand is experienced for cabbage, which are quoted 50c per doz., or $1.25 bbl. There is fair call for carrots 50 to 75c.; also for cauliflowers, which are scarce at $1.75 to $2.00. The demand for celery has fallen off; $3.00 per crate is being asked. Leeks are going well at $1.50 doz.

Artichokes, bag	....	1 25
Beans, American, basket	3 00	....
Beets, bag	....	0 75
Cabbage, per dozen	0 25	0 50
Carrots, bag	0 50	0 75
Cauliflower, dozen	1 75	2 00
Cucumbers, doz.	....	1 50
Celery, crate	3 00	3 50
Leaks, doz.	....	1 50
Lettuce, head, per box	....	1 75
Curly lettuce, per box	....	1 25
Onions—		
Spanish, per case	....	3 50
Spanish, per ½ case	....	2 00
Red, 75-lb. bags	....	1 25
Parsnips, bag	0 50	0 75
Parsley, doz. bunches	....	0 15
Peppers, green, 3½ qt. basket	0 25	0 50
Potatoes—		
Montreal, bag	0 65	0 75
Potatoes, sweet, Jersey, hpr.	....	1 75
Spinach, Montreal, in boxes	....	0 50
Turnips, bag	0 50	0 75
Tomatoes, hothouse, lb.	0 15	0 18
Watercress, doz.	....	0 40

TORONTO.

FRUIT.—First shipment of new California Navel oranges arrived first of week and are being sold at $3.75 and $4. This price is commanded by fact that shipment is exclusive. Later arrivals should cause price to go down at once. Next week basis should be down about $1.00. Reports from California are to the effect that the crop is a large one, almost as large as last year and prices should be about same. First arrivals this year are later than last, owing to agreement of growers as regards condition of fruit for marketing. Valencias are still being offered and there are also Floridas. South American shipments were delayed too long and were not satisfactory. Apples continue firm. Boxes are selling at $1.25 for Kings and Spys with others down to 75c. New cocoanuts are in at 4.50. Canadian grapes are about done and Tokays also: price of latter is up to $2.50. Valencia oranges are cheaper with the navels on market. Lemons are easier, there being plentiful supplies now coming forward.

Apples—		
Wagners	....	2 50
Greenings	2 25	2 50
Kings	2 50	2 75
Baldwins	2 00	2 50
Spies	2 75	3 00
Seeks	2 25	2 50
Canada Reds	2 25	2 50
Snows	3 00	3 50
No. 2s, 40-50c less.		
Bananas, per bunch	1 50	2 00
Cocoanuts, sack	4 00	4 50
Cranberries	6 25	6 75
Grapes—		
Canadian, 6-qt. bkts.	0 16	0 20
Tokays	....	2 50
Malaga, barrel	4 50	5 50
Malaga, fancy, barrel	6 00	7 00
Oranges—		
Florida	2 50	3 00
California, late Valencias	3 00	4 00
California navels	3 75	4 00
Lemons, Messinas	3 25	3 75
Lemons, California	....	4 50
Limes, per 100	....	1 25
Pears—		
California, box	....	3 25
Canadian, late varieties	0 25	0 30
Pineapples, Porto Rico, case 10	4 00	4 50
Grape fruit	3 00	3 25

VEGETABLES. — Spanish onions which were brought back to Canada from England are now being shipped back again. Such is the demand on the other side of the water presumably as the result of war purchases. Prices have gone up accordingly. Spanish are quoted at $3.50 with the prospects of going to $4 by the end of the week. Potatoes are firm and should France take a supply as is indicated the prices would be higher as exports would be from district from which large portion of supply is drawn. Demand for vegetables is quiet but should pick up again when the cold weather has had time to have its effect.

Beets, Canadian, bag	0 50	0 65
Cabbage, Canadian, dozen	0 35	0 40
Carrots, bag	0 62½	0 65
Cauliflower, doz.	0 75	1 00
Citrons, doz.	....	0 45
Cucumbers—		
Slicing, hothouse	1 50	1 75
Medium pickling sizes	0 35	0 75
Celery, California, case	3 50	....
Mushrooms, per lb.	0 70	0 90
Water Cress, 11 qt. basket	....	0 50
Onions—		
Spanish, big crate	3 50	4 00
Can., 75-lb. bags	....	1 25
Green peppers, basket	....	0 75
Potatoes, Delaware	0 80	0 85
Potatoes, Canadian, bag	0 70	0 75
Parsley, basket, 11-qt.	0 30	0 35
Pumpkins	0 10	0 20
Tomatoes, hothouse, lb.	0 15	0 16
Turnips, bag	....	0 40
Sweet potatoes, hamper	....	1 50
Squash, Hubbard, doz.	....	0 75
Lettuce, box	....	2 00
Parsnips, Canadian, bag	0 65	0 70
Persimmons, California, crate	....	2 50
Pommegranates, doz.	....	0 75
Pommegranates, crate	3 00	3 25

WINNIPEG.

FRUIT.—In common with many other lines, the fruit trade has benefited by

(Continued on page 43.)

Advent Bringing a Good Demand for Frozen Fish

Colder Weather Has Helped Business in Several Departments—Cod and Haddock Are Scarce in Montreal — Short Supply of Kippers and Bloaters in Toronto, and Herring Only Fresh Variety Offered.

MONTREAL.

FISH AND OYSTERS.—A scarcity of cod and haddock is being felt owing to stormy weather, but prices remain the same. Good supplies of halibut arrived this week; price unchanged. Now that weather has turned cold, inquiries are coming in more for frozen fish, and demand for all kinds is improved. The Canadian season for lobsters having opened, prices have declined. Last week they were quoted at 25c; this week lobsters are down to 22c. Dealers state that they do not expect lower prices. There is a fair demand for shell oysters, but demand is not as big as it was at the same period last year. Bulk oysters are in big demand, and quality is good.

TORONTO.

FISH AND OYSTERS.—Frozen supplies now arriving freely and business has shown marked improvement. Cold weather puts grocer in a position to handle larger stocks with the result that sales are pressed stronger and then too there is a tendency to consume more fish when the temperatures are low. Smoked lines are not quite so active and oysters are not going very fast. Fresh herring are the only variety of fresh stock being received. Lobsters are about over for the season as they cannot be secured in cold weather. Bloaters and kippers are scarce and it is likely that prices will be advanced in a few days.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.	.07½	.08-.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½	.08-.09
Haddies, fillets, per lb.	.10	.12
Haddies, Niobe, boneless, per lb.	.09	...
Herring, Ciscoe	1.80	.12
St. John boaters, 100 in box	1.00	1.20
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.20	...
Smoked boneless herrings, 10-lb. box	1.20	...
Kippered herrings, selected, 60 in box	1.40	1.25-1.60
Smoked salmon, per lb.	.25	.23
Ciscoe herrings, basket of 15 lbs.	1.75	1.80
Smoked halibut	....	.20

FROZEN FISH—SEA FISH.

Salmon—	Montreal	Toronto
Gaspe, large, per lb.	.14	.12
Red, steel heads, per lb.	.12-.13	.12-.13
Red, sockeyes, per lb.	.10-.11	.11
Red, Cohoes or silvers, lb.	.10	.11
Pale, qualla, dressed, per lb.	.07½-.08	.07½-.08
Halibut, white western, large and medium, per lb.	.07¼-.08	.09
Halibut, eastern chicken and medium, per lb.	.09-.09½	.10
Mackerel, bloater, per lb.	.08-.08½	.09
Haddock, medium and large, lb.	.05½-.06	.07-.08
Market codfish, per lb.	.05-.05½	.07-.08
Steak codfish, per lb.	.06-.06½	.09
Canadian soles, per lb.	.06	...
Blue fish, per lb.	.16-.17	.15
Smelts	.11	.12

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	....
Dried pollock, medium and large, 100 lb.	6 00	....
Dressed or skinless codfish, 100-lb. case	7 25	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs, per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standards, solid meats, gal.	1 75	1 75
Standards, ordinary, gal.	1 50	1 65
Selects, per gal., solid meat	2 00	2 00
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 25	....
Best prawns, imp. gallon	2 00	....
Best shrimps, imp. gallon	2 25	....
Sealed, best standards, quart cans, each	0 50	....
Sealed, best select, quart cans, each	0 60	....

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	8 00	....
Malpeque, shell oysters, selected J.A.P., per bbl.	7 00	10 00
Malpeque, shell oysters, C.C.I., bbl.	11 00	....
Clams, per bbl.	6 00	....
Mussels, per bbl.	5 00	....
Live lobsters, medium and large, lb.	0 28	....
Boiled lobsters, medium and large, lb.	0 32	....
Winkles, bush.	....	....
Little Necks, per 100	1 25	....

FRESH FISH.

	Montreal	Toronto
Halibut, fancy, express, per lb.	0 12	0 11
Haddock, fancy, express, lb.	0 05½	0 07
Steak cod, fancy, express, lb.	0 07	0 08-0 09
Market cod, per lb.	0 05	....
Flounders, fancy, express, lb.	0 08	0 08
Gaspe salmon	0 14	....
B. C. salmon	0 18	....
Herrings, per 100 count	2 00	....
Herring, lb.	....	0 07
Mackerel, per lb.	0 09	....
Sea bass, per lb., black	0 14	0 15
Carp	0 09	....
Smelts, lb.	0 12	0 12

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.10½-.11	.10
White fish, small tulibees, per lb.	.06½-.07	.07
Lake trout, large and medium, lb.	.10-.11	.12
Dore, dress or round, lb.	.09½	.09-.10
Pike, dressed and headless, lb.	.07-.07½	.07
Pike, round, per lb.	.06-.06½	.07-.08

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	....
Salmon, Labrador, bbls., 200 lbs.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	7 50	....
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	12 00	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	6 50
Mackerel, N.S., bbls., 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	5 50	6 25
Herrings, Labrador, half bbls.	3 00	3 25
Herrings, Nova Scotia, bbls.	6 00	6 25
Herrings, Nova Scotia, half bbls.	3 10	3 40
Lake trout, 100-lb. kegs	6 00	....
Quebec sardines, bbls.	5 00	....
Quebec sardines, half bbls.	2 75	....
Tonges and sounds, per lb.	0 07½	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imp'ted milkers, hf bbls	7 00	....
Holland herrings, imp'ted milkers, kegs	0 85	0 75-1 00
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs	0 75	0 70-0 95
Lochfyne herrings, box	1 35	....
Turbot, bbl.	14 00	....

WINNIPEG.

FISH.—The below-zero weather has had an exceedingly stimulating effect on trade in this line. The demand has been very large for practically all lines. Another happy result of the exceeding frost is the freezing over of the lakes. This will mean that full supplies of winter-caught lake-fish, such as whitefish, trout, pickerel, pike, gold eyes, etc., will be on the Winnipeg market next week. These will be quoted at the prices now listed. There has been no change in price during the week.

Fish—		
Whitefish, per lb.	....	0 09
Pickerel	....	0 08
Trout	....	0 12½
Gold eyes	....	0 03½
Jackfish	....	0 04
Halibut	....	0 12
Frozen halibut	....	0 09½
Salmon	....	0 15
Frozen salmon	....	0 11
Fresh cod	....	0 10
Fresh smelts	....	0 11
Oysters, per gal.	....	2 75
Shell oysters, per cwt.	....	2 00
Shell oysters, per bbl.	....	17 00
Haddies	....	0 09
Haddies, fillets	....	0 12½
Bloaters, per box	....	1 50
Kippers, per box	....	1 75
Lake Superior herring	....	0 03½

FRUIT AND VEGETABLES.

(Continued from page 42.)

the cold weather. Especially is this true in the country, farmers evidently being able to get into town more often than formerly. There have been no price changes of any importance struck during the week. Malaga grapes are now coming on the market and navel oranges, it is expected, will be here in a day or two. These will probably open at $4.

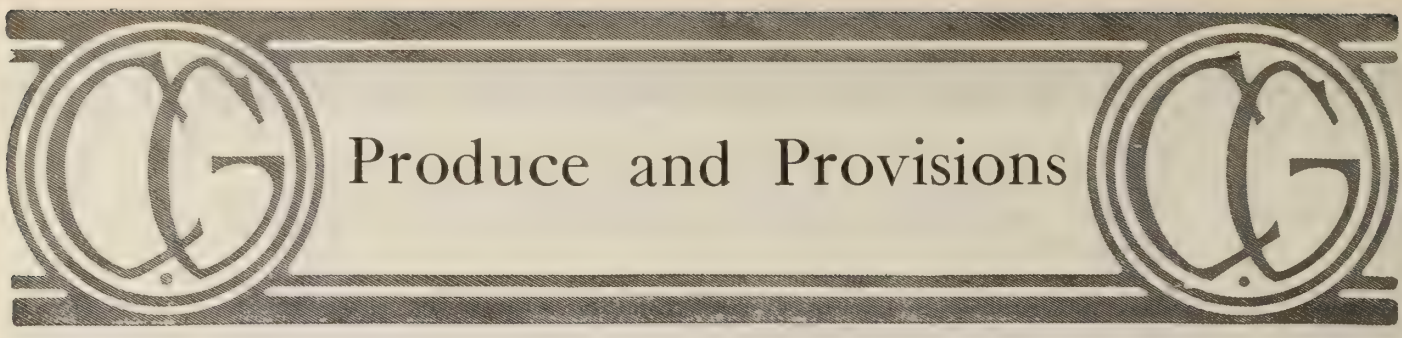
Apples—		
Washington	....	1 25
Apples, bbls.	3 75	4 00
B. C. box apples	....	1 50
Cranberries, bbl.	....	7 50
Bananas, lb.	....	0 04½
Grapes—		
Emperor	....	5 00
Clusper, per case	....	3 25
Grape fruit	....	4 50
Lemons—		
California	....	5 50
Messina	....	5 00
Oranges, California Valencias	....	4 25
Pears	3 00	3 50
Pears, Michigan, in bbls.	4 50	4 75

VEGETABLES.—California head lettuce is now being received in good quantities, and the price has dropped to $1 per dozen. Onions are very scarce—Valencias being very hard to secure. These have advanced to $4.25. Sweet potatoes are in demand, but are practically off the market. They can only be available in small quantities from now on. Quotations on these remain the same.

Celery, B.C.	....	0 06
Head lettuce, California, per doz.	....	1 00
Onions—		
California, 100-lb. sacks	....	1 75
Valencia, per case	....	4 25
Parsley, per doz. bunches	....	0 40
Sweet potatoes	....	4 50
B. C. celery, per case	....	5 00

FRUIT CONTRIBUTIONS DESIRED.

Canadian Grocer has received a letter from The Vegetables Products Committee of London, Eng., asking for contributions of fresh or preserved fruit for distribution among the warships of Britain in the North Sea. During the past two or three weeks, it is pointed out that some 900 cases and barrels have been despatched to the fleet as well as to army corps and military hospitals, and these have been highly appreciated. Anyone interested should get in touch with The Vegetable Products Committee, Alderman's House, Alderman's Walk, London, England. E. Jerome Dyer is the Hon. Secretary.



Strictly New Laid Eggs Practically Off Market

Trade Price Nominally 50c in Toronto, But They Could Be Sold at $1.00—Delayed Stocks Sold as New Laid Are No Better Than Store Eggs—Cheese Stocks Are Lightest in History of Country and Prices Will Remain High—Provisions Move a Little Better.

MONTREAL.

PROVISIONS.—Business being done is only in small lots, and slightly weaker feeling was noticeable early in week when packers shaded prices to help business along. Medium hams were quoted at 17c,and large at 16c. Backs, plain, bone in, were dropped to 22c, and boneless to 24c. Boiled hams were dropped a cent, to 25c. Clear fat pork is reported scarce, and firmer following a demand in Chicago from the French Government. Despite the cheapness of cotton oil, the lard market shows signs of stiffening. Prices are the same as a week ago. Hogs, dressed, abattoir killed, are quoted at $11.50 to $11.75.

	Per lb.	
Hams—		
Medium, per lb.		0 17
Large, per lb.		0 16
Backs—		
Plain, bone in		0 22
Boneless		0 24
Peameal		0 25
Bacon—		
Breakfast, per lb.	**0 19**	**0 20**
Roll		**0 17**
Shoulders, bone in		**0 15**
Shoulders, boneless		0 16½
Cooked Meats—		
Hams, boiled, per lb.		0 25
Hams, roast, per lb.		0 30
Shoulders, boiled		**0 27**
Shoulders, roasted		**0 28**
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.		**0 15¼**
Long clear bacon, 80-100 lbs.		**0 14½**
Flanks, bone in, not smoked		**0 15½**
Barrelled Pork—	**Per bbl.**	
Heavy short cut mess		29 00
Heavy short cut clear		29 00
Clear fat pork		29 00
Clear pork		27 00
Lard, Pure—	**Per lb.**	
Tierces, 350 lbs., net		0 12¾
Tubs, 50 lbs. net		0 13½
Boxes, 50 lbs. net		0 13
Pails, wood, 20 lbs gross		0 13¼
Pails, tin, 20 lbs. gross		0 12¾
Cases, 10-lb. tins, 60 in case		0 13½
Cases, 3 and 5-lb. tins, 60 in case		0 13¾
Bricks, 1 lb., each		0 14
Lard, Compound—		
Tierces, 375 lbs., net		0 09½
Tubs, 50 lbs., net		0 10
Boxes, 50 lbs., net		0 10
Pails, wood, 20 lbs., net		0 10¼
Pails, tin, 20 lbs., gross		0 10¼
Cases, 10-lb. tins, 60 in case		0 11
Cases, 3 and 5-lb. tins, 60 in case		0 11
Bricks, 1 lb., each		0 12
Hogs—		
Dressed, abattoir killed	11 50	11 75

BUTTER.—No price changes have been made, but market continues firm. Receipts continue small, and are expected to drop off shortly to almost nothing. What is coming in now is fodder butter, and not good. A decline took place in the United States, which prevents exportation from Canada; still, situation remains good on both sides of border.

Butter—		
Finest creamery, new milk	0 29	0 30
Dairy butter	0 24	0 25

CHEESE.—No changes have taken place, and a fair demand is experienced both domestic and export. Export business is fast drawing to a close, and the stocks carried over in Canada will be the smallest in many years.

Cheese—		
New make	0 16	0 17
Old specials, per lb.	0 18	0 19
Stilton	0 18	0 19

EGGS.—The feature of the produce market this week was an advance in the price of new laid eggs from 42 to 45c, with prospects of a further advance. This advance took place in spite of fact that export demand from England has ceased. The arrival of heavy shipments of Russian eggs in England caused this dropping off in export demand.

Eggs, case lots—	
New laids	0 45
Selects	0 32
No. 1s	0 29
Splits	**0 23**

HONEY.—The market remains unchanged and featureless.

	White Clover per lb.	Buckwheat per lb.
Honey—		
Barrels	0 11½	0 08½
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12½	0 10
Comb, 13-14 oz. section	0 17—0 18	0 14—0 15

POULTRY.—A good demand is being felt for live ducks and geese, and very little demand for dressed stock. This has resulted in prices of live stock jumping to those of dressed, which is 12 to 13c. for ducks, and 10 to 12c for geese. The turkey market showed no improvement this week, there being little demand, and lots of poor stuff coming. Fancy turkeys are worth 14 to 15c dressed. There is a fair demand for chickens at low prices. The large amount of stock keeps prices down, and outlook is not bright.

Fresh Stock.—	Live.	Dressed.
Fowl	0 08—0 10	0 10—0 14
Spring chicken	0 09—0 11	0 12—0 13
Fancy, crate fed chicken, 5 lbs.	0 13—0 15	0 16—0 18
Turkeys, fancy	....	0 14—0 15
Ducks	0 12—0 13	0 12—0 13
Geese	0 12—0 13	0 10—0 12

TORONTO.

PROVISIONS.—Business has shown some improvement of late and is comparatively satisfactory under the existing circumstances although it could not be said to be brisk. Cooked hams have been shaded down further in price and the quotations are generally easy. The market for hogs which gained some strength during past couple of weeks has reacted and quotations show a decline of 30c under the price level of a week ago. Lard continues easy.

Hams—		
Light, per lb.	0 17	0 17½
Medium, per lb.	0 16½	0 17
Large, per lb.	0 15½	0 16
Backs—		
Backs, per lb.	0 21	0 22
Boneless, per lb.	0 22	0 23
Pea meal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll, per lb.	0 14½	0 15
Shoulders, per lb.	0 13½	0 14
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14¼	0 15
Cooked Meats—		
Hams, boiled, per lb.	0 23	0 24
Hams, roast, per lb.	0 24	0 25
Shoulders, boiled, per lb.	0 20	0 21
Shoulders, roast, per lb.	0 20	0 21
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 00	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11½	0 12
Tubs, 60 lbs.	0 11¾	0 12¼
Pails	0 12	0 12½
Tins, 3 and 5 lbs., per lb.	0 12¾	0 13
Bricks, 1 lb., per lb.	0 13½	0 13¾
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09¼	0 09¾
Tubs, 50 lbs., per lb.	0 09½	0 10
Pails, 20 lbs., per lb.	0 09¾	0 10½
Hogs—		
F.O.B., live, per cwt.	....	7 45
Live, fed and watered, per cwt.	....	7 75
Dressed, per cwt.	11 00	12 00

BUTTER.—Butter market is quiet without change in prices. Situation tends to be easier with New York market off 1c to 2c and little immediate chance of export. However, there is still interest in this direction and dealers look for business a little later. Receipts are falling off with nothing more than sufficient for immediate demands. Proportionate deliveries of dairy butter should now be larger as compared with creamery, as cheese factories have pretty well closed down.

Butter—		
Creamery prints, fresh made	0 29	0 31
Separator prints	0 27	0 28
Dairy prints, choice	0 26	0 27
Dairy, solids	0 22	0 24
Bakers	0 18	0 20

CHEESE.—Stocks of cheese are reported as being very low. This indicates firm market at present figures for some time. Cheese factories are now closed and make is practically over for season. There will be some late cheese but not enough to have an influence. There is very little old cheese available.

Cheese—		
Old, large	0 17¼	0 17½
Old, twins	0 17½	0 18
New, large	0 16¼	0 16½
New, twins	0 16½	0 16¾

EGGS.—There is practically no price to-day for strictly new laid eggs. Nominally quotation is 45c to 50c a dozen, but as one dealer puts it, the price might as well be made $1.00. There are no new laid eggs being offered strictly speaking. There are some odd dozens being received but hens lay very poorly at this time of the year and few of these eggs get to market. Stock which is claimed to be strictly new laid can be secured but it will not stand the tests. The indications point to holding on part of poultrymen with idea of taking advantage of high prices but it is questionable if these eggs are as good as best store eggs and in some cases they certainly are not. The situation generally is firm with purchases still being made for export. Export business, however, is not so good as it was. American eggs seems to have been given a black eye in the trade on the other side from fact that shipments have been made without re-candling. Some supplies have been secured too, from Russia, but these are light and indications are that the demand will again turn to Canada.

Eggs, case lots—	Per dozen.	
Strictly new laid, in cartons	0 45	0 50
Selects	0 33	0 34
Straights	0 29	0 30
Trade eggs	0 25	0 26

POULTRY.—Arrivals of poor quality poultry are heavy with result that there is a big range in prices. Poor stuff does not seem to have a strong demand at any price and prices scale down to point where poultry becomes a very cheap food. However, it seems that price is not a matter of consideration with the majority. The difference in prices would indicate that farmers are making a mistake in marketing their birds in such poor shape. Prices quoted are Toronto wholesale selling basis and 1c to 2c should be deducted from this to estimate the buying basis.

Fresh Stock—	Live.	Dressed
Fowl	0 08—0 10	0 10—0 12
Spring chicken, lb.	0 10—0 11	0 12—0 14
Fancy, crate-fed chicken, 5 lbs.	0 13—0 15	0 16—0 18
Turkeys, fancy	——	0 14—0 15
Turkeys, old Tom	0 13—0 15	0 14—0 18
Ducklings	0 08—0 12	0 12—0 16
Ducks	0 12—0 13	0 12—0 13
Geese	0 12—0 13	0 10—0 12

WINNIPEG.

PROVISIONS.—There is a strong feeling in all pork products, resulting probably from the run not being as good as was expected, either in quantity or quality. Prices seem certain to hold firm. In fact, advances both in cured meat and lard may reasonably be looked for.

Cured Meats—		
Hams, per lb.	....	0 20
Shoulders, per lb.	....	0 15
Bacon, per lb.	....	0 25
Long clear, D.S., per lb.	....	0 14
Mess pork, bbl.	....	23 00
Lard—		
Tierces	....	0 11
Tubs, 60s	....	6 75
Pails, 20s	....	2 32½
Cases, 5s	....	7 12½
Cases, 3s	....	7 20

BUTTER.—Little change is noted here. The market continues firm, but there seems no immediate probability of an advance.

Butter—		
Creamery, Manitoba	....	0 30
Dairy	....	0 25
Cooking	0 19	0 21

CHEESE.—Stocks in the East are still short, quite a heavy export demand being experienced. This has strengthened the market in the West, but no advance to offset the decline which came so unexpectedly two or three weeks ago has as yet taken place.

Cheese—		
New, large	....	0 16¾
New, twins	....	0 17¼

EGGS.—Still no eggs from Western Canada are being sought for exportation. As a result there is an ample supply and advances will hardly come at once.

Eggs—		
Extra firsts	....	0 28
Checks	0 17	0 18
Extra, in cartons	....	0 30

POULTRY.—Receipts are now coming large, demand, on the other hand, being considerably smaller than in former years. The only way to stimulate the demand apparently is to keep the prices down, and for the time being at least, quotations are low.

Fresh Stock—		
Turkeys, per lb.	0 14	0 15
Ducks, per lb.	0 10	0 14
Chickens, per lb.	0 12	0 14
Geese, per lb.	0 10	0 12

Letters to the Editor

Editor Canadian Grocer:—I think a campaign should be started now by merchants all over the Dominion to educate customers to pay every 30 days, and leave no balances.

There are enough balances over the Dominion to wipe out all retailers' debts.

A rubber stamp with something impressive would help stimulate the campaign. Surely if the shoe dealers and other stores can get cash down, we should get it in 30 days.

What could be used on a rubber stamp to impress and not offend? I would suggest: "After Jan. 1, we kindly request our customers to settle accounts in full every 30 days leaving no balances."

Or how would this do: "Owing to present conditions and demands of wholesalers and manufacturers we earnestly ask our customers to settle accounts in full every 30 days."

Here is another: "We would be pleased if during the present conditions you could find it convenient to aid us by paying accounts in full every 30 days": and so on.

I would like to hear some opinions on this from others.

ONTARIO GROCER.

SITUATION IN POULTRY.

Canada is anticipating an over supply of poultry this fall.. Demand is weak, for the reason that fowl is looked upon as a luxury by the average people—and they are not seeking luxuries at the present time. Coupled with this is the fact that the price of feed is so high that farmers will not be inclined to fatten and there is likely to be a glut of poor quality stuff on the market shortly after the cold weather sets in and drives "the chickens home to roost."

This looks like a good time to extend the Canadian export trade. Last year the United States shipped something like a million dollars' worth of poultry to England and Canada about five thousand dollars' worth. Surely this state of affairs could be changed. Ten years ago Canadian shipments of poultry were ten times as much as they are to-day.

The Fish Trade Gazette and Poultry Chronicle of England has this to say about the situation: "A difficult time is temporarily in store for the trade. It is impossible that Servia, Hungary and Austria should send us their ordinary supplies of turkeys, etc., for the Christmas trade. Italy will also be handicapped—to what extent remains to be seen; but her chief customer of old—next to this country—has been Germany. The French and Russian supplies will also be affected. Russia can only export, however, through Archangel, and the calling up of practically all of the men in France will upset business in Normandy." A statement of sources of supply follows:

	1913.
Russia	£344,665
Belgium	9,300
France	142,956
Italy	77,296
Austria-Hungary	96,733
China (exclusive of Hong Kong, Macao and leased territories)	51,715
United States	211,429
Other foreign countries	17,973
Canada	1,533
Other British possessions	1,640

However, if Canada is to play a part in the export poultry trade and in supplying the Christmas table of the English family, it will have to be with better stock than has been coming in. It is a great mistake for farmers to figure that it is cheaper to sell poor stuff rather than feed.

Little Better Tone to Flour; Feeds in Demand

Montreal Sees a Slightly Improved Interest — Cold Weather Makes Demand For Mill Feeds and Full Cars Are Being Refused to Force Sales of Flour—Rolled Oats Firm But Cornmeal Easier.

MONTREAL.

FLOUR.—Local trade in spring wheat flour is a little more active than it has been for some time, probably because of close of navigation. There is no change in the market, but there is a firm feeling. The tone of the winter wheat market is firm owing to the fact that offerings from Ontario millers are somewhat limited.

Manitoba Wheat Flour—	Per bbl.
First patents	6 70
Second patents	6 20
Strong bakers'	6 00

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	6 00	6 25
90 per cent., in wood	5 50	6 00
90 per cent., in bags	2 60	2 60
Straight roller	5 70	5 90
Blended flour	5 75	6 25

CEREALS.—Much depends on weather how market for rolled oats will be affected, but feeling is very firm under an increased demand both for domestic and export.

	Per 96-lb. sack.	
Cornmeal—		
Gold dust	2 45	2 50
Unbolted	2 15	2 25
Rolled Oats—	90's in jute.	
Small lots	3 35	....
25 bags or more	3 15	....

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

	100-lb.	bbls.
Rolled Wheat—		
Small lots	....	3 50
Hominy, per 98-lb. sack	....	2 75

FEEDS.—Business in feeds has become so good that one mill has instructed its travelers in Ontario only to accept orders for mixed car lots of bran at $25, shorts at $27, and middlings at $30. Prices all round are up, and millers are asking these prices with confidence.

Mill Feeds—	Car lots,	per ton
Bran	....	25 00
Shorts	....	27 00
Middlings	32 00	30 00
Wheat moulee	....	30 00
Feed flour	....	40 00
Mixed chop, ton	....	38 00
Crushed oats, ton	....	40 00
Barley, pot, 98 lbs.	3 00	4 00
Oats, chop, ton	....	38 00
Barley chop, ton	....	36 00
Feed oats, cleaned, Manitoba, bush..	....	0 65

TORONTO.

FLOUR.—Situation continues with little change. Stocks still are indicated as being heavy and demand shows little interest. Prices have not changed and some new development is looked for before any important alteration. Closing of lake and rail shipping routes has not caused sufficient change to alter values. There is practically nothing doing in export trade for Canada. There is a good demand but the prices are not being brought high enough to create interest. United States millers have the advantage here as wheat is cheaper on that side of the line. Deliveries of wheat for export continue good in Canada but there is still some difficulty in getting ocean space. Mills are working shorter hours and sales of flour are being influenced by action of makers in refusing to ship anything but mixed cars feeds being used as a lever to secure flour sales.

Manitoba Wheat Flour—	Small lots, per bbl.	Car lots. per bbl.
First patent	6 80	6 60
Second patent	6 30	6 10
Strong bakers	6 10	5 90

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots, per bbl.	Car lots. per bbl.
Fancy patents	5 50	5 30
90 per cent.	5 10	4 90
Straight roller	5 00	4 80
Blended flour	5 35	4 95

CEREALS.—Colder weather has not as yet had effect in demand for winter cereals but there should be an improvement here in near future. Rolled oats continue steady and firm but there is an easier tendency for cornmeal, which is shaded off 10c bag.

Barley, pearl, 98 lbs.	....	5 00
Buckwheat grits, 98 lbs.	5 50	6 00
Corn flour, 98 lbs.	2 50	3 00
Cornmeal, yellow, 98 lbs.	2 55	2 65
Graham flour, 98 lbs.	3 00	3 30
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 92½
Oatmeal, granulated, 98 lbs.	....	3 92½
Peas, Canadian, boiling, bush.	2 90	3 00
Peas, split, 98 lbs.	....	5 00
Rolled oats, 90-lb. bags	3 37½	3 57½
Rolled wheat, 100-lb. bbl.	3 75	4 00
Rye flour, 98 lbs.	....	3 00
Wheatlets, 98 lbs.	3 75	4 00
Whole wheat flour, 98 lbs.	3 75	4 00

MILL FEEDS.—Arrival of winter weather has brought out buyers of mill feeds and result has been firmer prices. Close of navigation has also been a factor here. Mills are not working full time, and, with prospects for a shortage of feeds if this continues, millers are taking advantage of circumstances and are refusing orders for straight cars. This attitude has been taken by a number of big mills since middle of month.

Mill Feeds—	Mixed cars,	per ton
Bran	25 00	26 00
Shorts	27 00	28 00
Middlings	30 00	32 00
Wheat moulee	....	30 00
Feed flour, per bag	1 85	1 90
Oats—		
No. 3, Ontario, outside points	0 50	9 51
No. 3, C.W., bay ports	....	0 60

WINNIPEG.

FLOUR AND CEREAL. — Cold weather has stimulated business. Especially is this true with rolled oats now in heavy demand. Locally the mills manufacturing this product are working to capacity, and even so are finding difficulty in turning out a sufficient supply. There have been no changes in price. Orders for flour are steady. It is not expected that any change in this line will come.

Manitoba Wheat Flour—	Per bbl.
First patents	6 40
Second patents	5 80
Strong bakers'	5 10
Cereals—	
Rolled oats, per 80 lbs.	2 80
Oatmeal, fine, standard and gran'd, 98 lbs	2 80

SUGAR COMPANY'S STATEMENT.

Halifax, N.S.—The net trading profit of the Acadia Sugar Refining Company for the year ending September 30th amounted to $332,086, including $26.796 brought forward from the preceding year. The net trading profit in 1913, including $24,286 brought forward, was $176,690.

The dividends paid during the year on the preferred and ordinary shares amounted to $149,893, and after payment of $27,213 interest on loans and $7,300 directors' remuneration a balance of $182,193 is carried forward to credit of profit and loss account which now totals $257,140.

The company's land, buildings and plant at Richmond, Woodside and Moncton are valued at $1,636,723.

The stock of sugar on hand is valued at $1,060,625. Trade debts due to the company are $257,139.

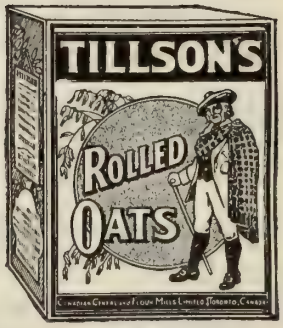
WE'LL SELL

TILLSON'S OATS

FOR YOU







I'm an Outside Salesman

I'm one of the many *outside salesmen* Tillson's have working for you. I'm talking up Tillson's every day to thousands of housewives and urging them to come buy of you.

I'm the Inside Salesman

I'll stay in your store anywhere you put me. I'll greet every customer and politely remind her of her old friend Tillson's Oats. She knows me and will buy Tillson's Oats when she sees me. So give me a place on your counter or in your window. I'll do the rest.

Mr. Retailer:

Do you realize the way your window invites the Public to enter your Store? Many merchants having valuable Window space, do not take advantage of the opportunity to increase their sales by displaying seasonable goods.

We have an attractive window display which we will gladly send you, free of charge. Express prepaid with full instructions how to use it. A Post Card request is all that is necessary.

Canadian Cereal & Flour Mills, Ltd.

TORONTO, ONTARIO

Century Salt

Pure, even crystals

This is the evidence of the extreme care taken in the refining and packing of **Century Salt.** The salt that is best for table or dairy. Every store should handle **Century.** Order from your wholesaler or direct. We ship promptly. Get our quotation on assorted carloads.

THE DOMINION SALT Co Limited

SARNIA - ONTARIO



Big Profits with this Irresistible Confection

Don't get the impression that the biggest thing about Chocolate Turkish Delight is its irresistible flavor. The unusually large profit it affords is equally important. Coupled together, could any other confection offer you better advantages for easy profits?

Write to-day for first order.

Oriental Produce Co., Montreal

Christmas is incomplete without the fragrance of

7-20-4 Cigars

Their mild blend and rich aroma give added pleasure to the day. Wherever happiness or goodfellowship abound there you'll find 7-20-4 cigars.

Sherbrooke Cigar Co.
Sherbrooke, Que.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs.	$ 2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 80
No. 10 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 30
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs..	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER

Sizes	Per doz.
Royal—Dime	$ 0 95
" ¼-lb..	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—when packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books.	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN.	Per case.
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	$2 88
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	3 30
King's Food, 2 doz. to case, weight 95 lbs.	5 20
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 30
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 30

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars.	Per doz.
Strawberry, 1914 pack	$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies	
Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade	
Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.	
Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).	
Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35

Study the Consumer's Present Frame of Mind

Never before in the history of your store have you had to face just similar conditions to what you are up against now, and remember it is the man who thinks and looks ahead a bit right now who will most surely hold his trade. Your customers, as you know, are in just that frame of mind that makes them determined now more than ever to get the very best quality value for their money. Admittedly this is a fact.

Now then, you surely would not look around for the poorest, smelliest grade of butter you could buy because it was cheap? Do you think you are any safer when you buy anything that is called tea as long as you can sell it for 30c? Now is the time to think, look ahead, ponder these things a bit, realizing now more than ever that in order to hold your customers' trade and good-will you require to give them the best possible quality of tea that you can buy; tea that you are willing to drink yourself in your own home. If so, may we suggest that you make a comparison of the different teas you are handling? Try them in your own home. When you do we know that you will recommend Red Rose Tea, the tea that has been kept the standard of quality for twenty years.

A tip on the side, Mr. Grocer





Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

St. George Brand Coffee, 2 doz. in case	**$4.80**
St. George Evaporated Milk, 4 doz. in case	**3.60**
Banner Condensed Milk, 4 doz. in case	**5.25**
Princess Condensed Milk, 4 doz. in case	**4.50**
Premier Machine Skimmed, 4 doz. in case	**3.80**





Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

ST. GEORGE, ONTARIO

Men who know real pipe satisfaction



invariably prefer Canada's mild and most tongue-satisfying blends —**MASTER MASON** and **ROSE QUESNEL.**

Quick sellers wherever offered, and grocers find they secure unusual results with the Rock City Lines when the chewing tobacco is also used in conjunction—

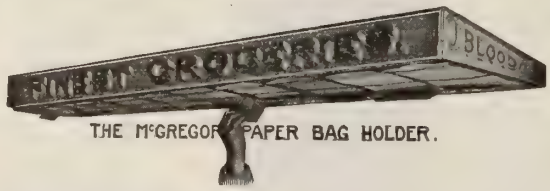
KING GEORGE'S NAVY and ROYAL CROWN.

WRITE TO-DAY.

Rock City Tobacco Co., Limited

QUEBEC, P. Q.

A store convenience — costs little — gives big service



Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or
THE O. P. McGREGOR PAPER CO., LIMITED,
411 Spadina Ave., Toronto.

BUY

STARBRAND

Cotton Clothes Lines and Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

Diamond, 8's, 6 and 12-lb. boxes 0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes 0 26
Diamond, ¼'s, 6 and 12-lb. boxes 0 27

Icings for Cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz. 1 00

Chocolate Confections Per lb.

Maple buds, 5-lb. boxes.. 0 37
Milk medallions, 5-lb. boxes 0 37
Chocolate wafers, No. 1, 5-lb. boxes 0 31
Chocolate wafers, No. 2, 5-lb. boxes 0 26
Nonpareil wafers, No. 1, 5-lb. boxes 0 31
Nonpareil wafers, No. 2, 5-lb. boxes 0 28
Chocolate ginger, 5-lb. boxes 0 31
Milk chocolate wafers, 5-lb. boxes 0 37
Coffee drops, 5-lb. boxes.. 0 37
Lunch bars, 5-lb. boxes.. 0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box.. 1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box 0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb. 0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb. 0 37
Nut milk chocolate, 5c bars, 24 bars, per box 0 85
Almond nut bars, 24 bars per box 0 85

JOHN P. MOTT & CO'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz. 0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz. .. 0 85
Nut milk bars, 2 dozen in box 0 80
Breakfast cocoa, ¼'s and ½'s 0 36
No. 1 chocolate 0 30
Navy chocolate, ½'s 0 26
Vanilla sticks, per gr..... 1 00
Diamond chocolate, ½'s ... 0 24
Plain choice chocolate liquors 20 30
Sweet chocolate coatings.. 0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case.
Eagle Brand, each 4 doz...	$ 6 25
Reindeer Brand, each 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each 4 doz.	5 60
Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz...	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St Charles Brand, tall, each, 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.....	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.....	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. tins, 2 doz. to case, weight 35 lbs. 39
1 lb. tins, 4 doz. to case, weight 80 lbs. 38

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs. 22
1 lb. tins, 2 doz. to case, weight 40 lbs. 20

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs. 32
1 lb. tins, 2 doz. to case, weight 40 lbs. 30
2 lb. tins, 1 doz. to case, weight 40 lbs. 30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, per lb. 27
Shipping weight, 50 lbs. per case.

MINTO BROS.

MELAGAMA COFFEE.

	Whol.	Retl.
1s, ½s, Grd.	25	30
1s, ½s, B. & G.	32	40
1s only, B. & G.	35	45
1s, ½s. B. & G.	38	50

Packed in 30 and 50-lb. cases. Terms net 30 days prepaid.

(MINTO COFFEE (Bulk)

M Bean or Gr. 38
I Bean or Gr. 35
N Bean or Gr. 32
T Bean or Gr. 30
O Bean or Gr. 28
Spec. Grd. Compound 25

Packed in 25 & 50-lb. tins.

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs. .....$ 1 15
2 oz. bottles, per doz., weight 4 lbs. 2 20
2½ oz. bottles, per doz., weight 6 lbs. 2 50
4 oz. bottles, per doz., weight 7 lbs. 4 00
8 oz. bottles, per doz., weight 14 lbs. 7 50
16 oz. bottles, per doz., weight 23 lbs. 14 40
32 oz. bottles, per doz., weight 40 lbs. 28 80
Bulk, per gallon, weight 16 lbs. 10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

Special Delivered Price for Canada

	Per doz.
½-oz. (4 doz. case), weight 9 lbs., retail each 15c ..	$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c...	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c. ..	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c ..	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each $1.50..	13 00
Pint (1 doz. case), weight 29 lbs., retail each $3 ..	25 00
Quart (1 doz. case), weight 53 lbs., retail each $5.50.	47 75
Gallons, each, retail each $20	17 15

—but Western Canadians prefer the better quality



So many producers get the idea that the thousands in Western Canada only use the cheaper lines, and consequently they make no attempt to develop this vast and growing market.

It is true a number will still continue to buy the lowest grade on the market —but Western Canadians as a rule prefer the better quality. Any grade of goods is high in the West, but the difference between the highest and lowest is so small that Western Canadians consider it infinitely better to secure the higher grade. Don't imagine there is no field for your product in the West because of its high quality—for the better the quality the more it will be appreciated. The Nicholson & Bain army of trained salesmen seem to have a particular knack of successfully placing high-grade goods on the Western market. Write us to-day.

Nicholson & Bain

Wholesale Commission Merchants and Brokers

HEAD OFFICE: WINNIPEG, MAN. Branches: Regina, Saskatoon, Edmonton, Calgary, Vancouver.

"SHELL" BRAND

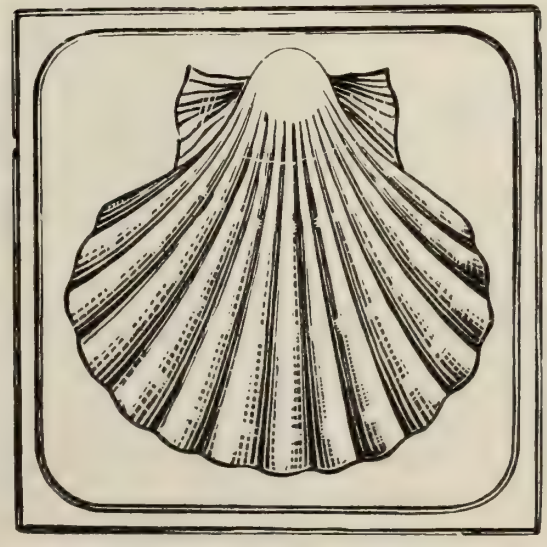
("La Coquille")

Genuine Imported French Castile Soap

The Standard of Purity

Has the largest sale of any Castile Soap in the Dominion.

For sale by all wholesale houses.



A Pure Oil Soap

This soap is especially manufactured by

Messrs. Couret Freres
Marseilles, France
for
Messrs. Estrine & Co.

P. L. MASON & CO., Toronto, General Agents

Link up your displays with our extensive Billboard and Magazine advertising campaign of

KING OSCAR

Brand

SARDINES

A good window or counter display of these high-quality, attractively-packed sardines is sure to get the attention of the buying public.

The combined effect of publicity and display will result in easy sales and good profits for you. Try it.

John W. Bickle & Greening

(J. A. Henderson)

HAMILTON **CANADA**

Cash In on the "Made-in-Canada" MOVEMENT

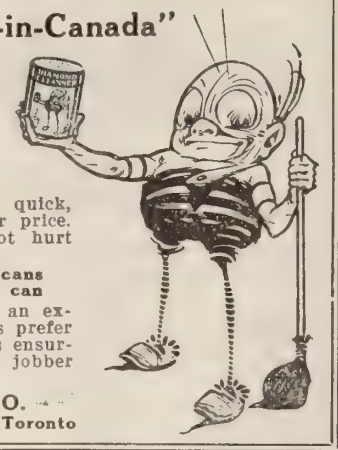
by handling one of the most popular and profitable cleaners on the market, made right here in Canada—

DIAMOND CLEANSER

Has never been equalled as a quick, economical cleaner at a popular price. Perfectly odorless and will not hurt the hands.

Costs $3 a case of forty-eight cans
Sells at 3 for 25c. or 10c a can

A single case thus affords you an excellent profit. But most grocers prefer it in five-case lots at $2.85, thus ensuring a still larger profit. Your jobber is ready to supply you.



STEPHENS, WELCH & CO.
7 Ossington Ave. **Toronto**

Evaporated Apples

WE PACK CHOICE THREE-POUND PACKAGES FOR FINE FAMILY TRADE.

O. E. Robinson & Co.

Ingersoll, Ontario

GELATINE.

Knox Plain Sparkling Gelatine (2-qt. size), per doz.. 1 30
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz..... 1 30
Cox's Instant Powdered Gelatine (1-qt. size), per doz. 1 10

W. CLARK, LIMITED, MONTREAL.

Compressed Corned Beef, ½, $1.75; 1, $3.00; 2, $5.50; 6, $17.00; 14, $45.00.
Roast Beef, ½, $1.75; 1, $3.25; 2, $6.25; 6, $18.00.
Boiled Beef, 1, $3.25; 2, $6.25; 6, $18.00.
Jellied Veal, ½, $1.75; 1, $3.25; 2, $5.00; 6, $18.00.
Corned Beef Hash, ½, $1.75; 1, $2.25; 2, $3.35.
Beefsteak & Onions, ½, $1.75; 1, $3.00; 2, $6.00.
Cambridge Sausage, 1, $3.00; 2, $5.00.
Boneless Pigs' Feet, ½, $1.75; 1, $2.50; 2, $5.00.
Lambs' Tongues, ½, $2.50.
Sliced Smoked Beef, Tins, ½, $1.80; 1, $2.90.
Sliced Smoked Beef, Glass, ¼, $1.50; ½, $2.00; 1, $3.00.
Tongue, Ham and Veal Pate, ½, $1.30.
Ham and Veal Pate, ½, $1.20.
Potted and Devilled Meats, Tins —Beef, Ham, Tongue, Veal, Game—¼, 50c.; ½, $1.00.
Potted Meats, Glass — Chicken, Ham, Tongue, ¼, $1.50.
Ox Tongues—Tins, ½, $2.75, 1, $6.00; 1½, $9.00; 2, $10.50.
Ox Tongues—Glass, 1½, $10.00; 2, $12.00.
Mincemeat—Hermetically sealed tins, 1, $1.25; 2, $1.95; 3, $3; 4, $4; 5, $5.
In Pails, 25 lbs., 8c. lb.
In Tube, 45 lbs., 7½c lb.
In Glass, 1, $2.25.
Plum Pudding, 1, $1.90; 2, $2.40.
Clark's Peanut Butter — Glass Jars, ¼, 95c.; ½, $1.40; 1 $1.35.
Clark's Peanut Butter—Pails 24 lbs., 15c. per lb.
Clark's Tomato Ketchup, 8 oz., $1.35; 12 oz., $1.95; 16 oz., $2.40.
Pork & Beans, Plain Talls, 1, 60c; 2, $1; 3, $1.40; 6, $4.50; 12, $7.25.
Pork & Beans, Tomato Sc. Talls, 1, 60c; 2, $1.00; 3, $1.40; 6, $4.50; 12, $7.25.
Pork & Beans, Chili Flat, 1, 60c; 2, $1.00; 3, $1.15.
Pork & Beans, Tomato Flats, 1, 60c; 2, $1.00; 3, $1.15.
Pork & Beans, Plain Flats, 1, 60c; 2, $1.00; 3, $1.15.
Vegetarian Baked Beans, Tomato Sauce, Talls, $1.15.
Clark's Chateau Concentrated Soups, 95c.
Clark's Chateau Concentrated Soups, No. 1 Assorted, 95c.

EBY-BLAIN, LIMITED, TORONTO. ANCHOR BRAND.

Ammonia Powder— "Anchor"	Per case.
50 cases, 6 doz.	$2 50
10 cases, 3 doz.	2 50
5 case lots, freight prepaid, Ontario points	2 25

Baking Powder— "Anchor"	Per doz.
4 oz. tins, cases 4 doz.	0 67½
6 oz. tins, cases 4 doz.	0 90
8 oz. tins, cases 3 doz.	1 20
12 oz. tins, cases 3 doz.	1 65
16 oz. tins, cases 2 doz.	2 00
2½ lb. tins, cases 1 doz.	4 50
5-lb. tins, cases 1 doz.	8 40

Chocolate—Unsweetened— "Anchor"	
10c cakes, boxes 2 doz.	0 90
Cocoa—"Anchor"	Per doz.
10c tins, cases 4 doz.	0 90
	Per lb.
⅛s, tins, cases 4 doz.	0 36
⅛s, tins, cases 2 doz.	0 35
1s, tins, cases 1 doz.	0 35

Coffee—"Anchor"	Per lb.
1 lb. tins, whole or ground, cs., 30 lb.	0 36
2 lb. tins, whole or ground, cs., 30 lb.	0 35

Cream of Tartar— "Anchor"	Per doz.
2 oz. pkgs., box 4 doz.	$ 0 90
3 oz. pkgs., box 3 doz.	1 35
¼ oz. pkgs., box 4 doz.	1 75
½ oz. pkgs., box 4 doz.	3 50
½ oz. tins, box 4 doz.	3 75
1 oz. tins, box 2 doz.	6 00

Flavoring Extracts—"Anchor"	
20c bottle	$ 1 15
½ oz. bottle	2 50
4 oz. bottle	4 00
8 oz. bottle	7 50
16 oz. bottle	14 40
32 oz. bottle	28 80
80 oz. bottle	60 00

Flour—Potato—"Anchor"	Per doz.
Cases 2 doz.	1 20

Icings, Prepared—"Anchor"	
10c pkgs., cases 3 doz.	1 00

Mustard, D.S.F.—"Anchor"	
50c tins, boxes 4 doz.	0 50
10c tins, boxes 4 doz.	0 95
	Per lb.
¼s, tins, boxes 12 lbs.	0 40
½s, tins, boxes 12 lbs.	0 39
1s, tins, boxes 12 lbs.	0 38

Rice, Special Grain— "Anchor."	Per doz.
Cases 2 and 4 dozen	0 90
"Anchor" Brand	Per case.
Shaker Table Salt, free running, cases 2 doz., case.	1 60

"GOLD MEDAL" COFFEE.

Whole or Ground—	Per lb.
½ lb. tins, cases 30 lbs.	0 37
1 lb. tins, cases 30 lbs.	0 36
2 lb. tins, cases 30 lbs.	0 35

"GOLD MEDAL" ROLLED WHITE OATS.

	Per case.
25c pkgs., cases 12 pkgs.	2 50

"KING" NAPHTHA BORAX WASHING COMPOUND.

5c pkgs., cases 50s	1 90
5c pkgs., cases 100s	3 75
10c pkgs., cases 3 doz.	3 50

"KOLONA" CEYLON TEA.

	Per lb.
40c black, green or mixed, ½ and 1 lb. pkgs.	0 30
50c black, green or mixed	0 35
60c black, green or mixed	0 42
80c black, green or mixed	0 55

	Per doz.
"Meat of Wheat" Breakfast Food, cases 2 doz.	1 45
"Wheat-Os" Breakfast Food, cases 2 doz.	1 45

	Per doz.
"Piccaninny" pancake and buckwheat	1 00

LAPORTE, MARTIN, LIMITED. MONTREAL. Agencies.

BASIN DE VICHY WATERS.	
L'Admirable, 50 qts., case.	6 00
Efficace	6 50
Neptune	7 00
San Rival	8 00

VICHY LEMONADE.

La Savoureuse, 100 pts., cse.	10 00

CASTILE SOAP.

"Le Soleil," 72 p.c. Olive Oil.	
Cs. 25 11 lb. bars, lb	0 10½
Cs. 200 3½ lb. pieces, cs.	5 50
Cs. 12 3 lb. bars, lb.	0 11

ALIMENTARY PASTES. BLANC & FILS.

Macaroni, Vermicelli, Spaghetti, Small Pastes, etc.	
Box, 25 lbs., 1 lb.	0 08½
Box, 25 lb., loose	0 08

MINERVA PURE OLIVE OIL.

Case—	
12 litres	8 00
12 quarts	7 00
24 pints	7 50
24 ½ pints	5 00
Tins—	
20s, ⅛ gal.	3 00



What Better Than Paterson's Worcestershire Sauce

to give added zest and pleasure to the Christmas meal? Just the right touch of delicious goodness to ensure you heavy sales.

ROWAT & CO.
GLASGOW, SCOTLAND

CANADIAN DISTRIBUTORS:

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

Headquarters for Fish

Listen, Mr. Grocer—

Have you got a Fish Department? If you have not, you are overlooking the handling of a line that pays you a margin of 30 to 50 per cent. profit. Here are a few of our specialties that sell themselves if properly displayed:

Finnan Haddies **Haddie Fillets**
Bloaters **Kippers**
Fresh Smoked Gold Eyes
Salt Cod **Salt Herring**
Salt Mackerel
Fresh Bulk Oysters

Will you write us for prices to-day?

The Winnipeg Fish Co., Ltd.
Winnipeg, Man.

Every Day *is* Dusting Day



More and more women are learning to dust the cleaner, easier, more sensible way, using

IOCO LIQUID GLOSS

The Imperial Oil Company Ltd. — Heat Light Power Lubrication — Limited

MADE IN CANADA

Dry dusting merely scatters the dust. A dust-cloth moistened with Ioco Liquid Gloss gathers up all the dirt, and leaves a clean, disinfected, and polished surface.

Ioco Liquid Gloss is needed almost daily in every household. We are pushing its popularity throughout the Dominion with extensive advertising in all leading magazines.

Put up in convenient sizes—half-pint, pint, quart, half-gallon and five gallon lithographed tins; also in barrels and half barrels. For terms and prices, write

THE IMPERIAL OIL COMPANY, LIMITED

Toronto	Montreal	Winnipeg	Vancouver
Ottawa	Quebec	Calgary	Edmonton
Halifax	St. John	Regina	Saskatoon

Fresh Pork Sausage

This is the Season for Sausages, and they are the very finest goods on the market. Prices are no higher than last year.

Let us book you up for regular shipments every day by express or as required.

Made under Government inspection.

F. W. Fearman Company
LIMITED
HAMILTON

FISH

For Breakfast
For Luncheon
For Dinner

Fish is now prepared in so many tempting ways that the public are buying and using it more freely than ever before.

No line will show you more profit if a little care is exercised in handling.

We are splendidly equipped to handle this business. Our supplies are obtained in the primary markets. We own and operate our own tugs on the Great Lakes, ensuring constant supply.

Haddies, Ciscoes, Bloaters, Kippers, Halibut, Qualla Salmon, Cohoe Salmon, Trout, Whitefish, Labrador Herrings, Package Codfish, etc. Send for Weekly Price List.

WHITE & CO., LIMITED

Wholesale Fruit and Fish

TORONTO and HAMILTON

The Sherer Grocery Counter
MADE IN CANADA

This splendid grocery counter is in use in hundreds of progressive Canadian stores.

BIGGS BROS. LIKE THEIRS.

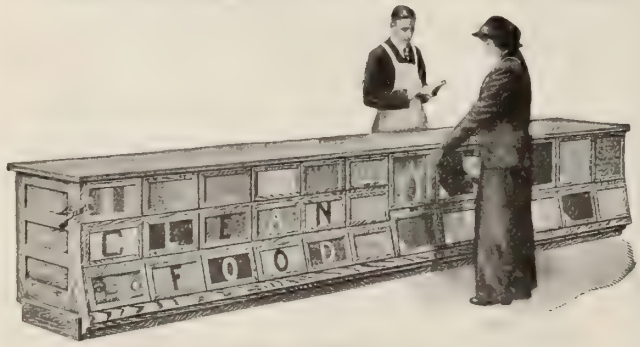
Sherer-Gillett Co., Chicago, Ill.

Regina, Sask., Canada, December 1st, 1913.

Dear Sirs:—
We are very well satisfied with your counter; in fact we don't know how we could get along without it now. It is clean, dust-proof, and is well built as good furniture, and we do not hesitate to say that it has paid for itself.
Next year we intend to enlarge our store and we will be in the market for another counter, and it will be a Sherer.

Yours very truly,
BIGGS BROS.,
per Chas. A. Biggs.

Give us—please—the opportunity to tell you some of the many ways in which our counter will increase your net profits. A request for catalog C10 will bring you free information.



PATENT PENDING

SHERER-GILLETT COMPANY

Head Office: Chicago, Ill.

Canadian Office and Factory: Guelph, Ont.

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F. O. B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63
	Per jar.
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

WHITE SWAN LYE

Single Cases, 4 doz.	$3 40
3 case lots, 4 doz.	3 30
5 case lots, 4 doz.	3 20

Shipping weight 50 lbs. per case.

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. $ 0.90

List Price.

JELL-O.

Assorted case, contains 2 doz 1 80

Straight.

Lemon, contains 2 doz.	1 80
Orange, contains 2 doz.	1 80
Raspberry, contains 2 doz.	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz.	1 50
Cherry, contains 2 doz.	1 50
Peach, contains 2 doz.	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz 2 50

Straight.

Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap. Packed 100 bars to case.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 90
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Boxes.	Cents.
Laundry Starches—	
40 lbs., Canada Laundry	.06¼
40 lbs., Boxes Canada white gloss, 1 lb. pkg.	.06¾
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs., No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs No. 1 white	.06¾
200 lbs., bbls., No. 1 white	.06¾
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water) per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch	.06½
(120-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06¾
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07¼
Barrels, 200 lbs.	.06¾
Kegs, 100 lbs.	.06¾
Lily White Gloss—	
1-lb. fancy cartons cases 30 lbs.	.07¾
8 in case	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08¼
Kegs extra large crystals, 100 lbs.	.07¼
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06½
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07¾
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07¾

(20-lb. boxes ¼c higher than 40's.

UNCHANGED!

From Coast to Coast the price on

WETHEY'S

CONDENSED MINCE MEAT

is absolutely unchanged.

THERE HAS BEEN NO ADVANCE.

We have protected the trade and ourselves for some time to come.

J. H. Wethey, Limited

ST. CATHARINES, ONTARIO

NEW DATES

First steamer due November 20th. Advises of future shipments very indefinite. Let us have your order at once.

NEW 1914 CROP NUTS

Filberts—have arrived. Our prices very reasonable.
Almonds—to arrive this week.
Shelled Almonds—have arrived—prices much lower.
Brazils—very low—let us quote you.
Walnuts—Grenobles—on the way—due any time.

We buy only finest quality in nuts as in everything else. This means you get your full weight in good nuts—not a quarter shells and sweepings.

Let us have your NUT ORDER. Our prices will be right.

THE HOUSE OF QUALITY

Hugh Walker & Son

Established 1861

Guelph and North Bay

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S.**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

"Made in Canada"

Brooms of Quality

to introduce our

CANADA LINE

Please note the following:

Special Prices

Sample Order Solicited

Fine Polished Colored Handles

No. 1	CANADA,	5	stg. - -	$4.50
" 2	"	4	" - -	4.00
" 3	"	4	" - -	3.75

6-doz. Lots and up delivered (Ontario)

Walter Woods & Co.

HAMILTON

Buyers' Guide

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

Dr. JACKSON'S

ROMAN MEAL

Made in Toronto

ROMAN MEAL CO.

MONARCH ROAD

"TRENT LOCK"

EGG FILLERS

FOR 30 DOZEN CASES

FOR ONE DOZEN CARTONS

THE TRENT MFG. CO., LTD.

TRENTON, ONTARIO, CANADA

Sell Fence Posts to your Farmer customers.

For Prices apply to the

Lakebourne Farms Limited

Brighton, Ont.

SUCHARD'S COCOA

The Highest Quality

Most Reasonably Priced

"Quality" Cocoa

On Sale Anywhere.

FRANK L. BENEDICT & CO.

Agents Montreal

WRITE TO

10 Garfield Chambers, Belfast, Ireland, for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, New York

STORAGE IN OTTAWA

BOND AND FREE

Direct Railway connection. Car distributing. Write for rates.

Dominion Warehousing Co., Ltd.

Phone R54. 46 to 56 Nicholas St., Ottawa.

Mathieu's Nervine Powders



are a simple but effective remedy in all forms of headaches — a remedy which every merchant can recommend as a quick and sure cure.

Try *Mathieu's Nervine Powders* yourself at our expense as per coupon attached, if you don't know them and are a sufferer from headaches.

As a remedy for colds and bronchial troubles Mathieu's Syrup of Tar and Cod Liver Oil has become famous and this sister preparation —Nervine Powders—is rapidly winning its way.

The

J. L. MATHIEU CO.

Proprietors

Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name .....

With (Name of firm) .....

Street .....

City or town .....Prov.....

The

CONDENSED AD.

PAGE

WILL INTEREST YOU

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE, $2.00.

ALL ORDERS PAYABLE IN ADVANCE

MacLean Publishing Co.

143-153 University Ave., Toronto

HOLLAND RUSK

No other food product compares with Holland Rusk. It is in a class by itself and will bring and hold trade for you. Order from your jobber to-day.

HOLLAND RUSK COMPANY

HOLLAND, MICH.



This is the Market Place of Progressive Grocers Throughout Canada

Use this page for making your wants known. You will find it most productive of replies, not replies written merely out of curiosity, but from parties genuinely interested in your proposition. Use it when you require a competent manager, salesman or a clerk for your store, when you want to dispose of second-hand fixtures, etc., or to sell or buy a business. Try it out. Send along your advertisement right now, someone will look down these columns next week for just such a proposition as you have to offer.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

MISCELLANEOUS

EVERY MERCHANT WHO SEEKS MAXImum efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

HAVING A LARGE WAREHOUSE WITH room for storage and an organization with travellers covering all of Canada, are open for one or two agencies that will go with our line, grocery sundries. Apply Box 64, care of Canadian Grocer.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

GOOD STENOGRAPHERS A R E WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE INSURE IN THE Hartford. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

DO YOU WANT TO SELL OR BUY A business? If so, write Moore Bros., Business Brokers, 802 Lumsden Bldg., Toronto, Ont. (2711)

WANTED

WANTED—ENERGETIC MAN TO SECURE subscriptions and renewals to Maclean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Ontario.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

FOR SALE

STORE FOR SALE—DOING A STRICTLY cash business of about $1,000 per month. Clean stock of about $1,500. Post office in connection. Apply Postmaster, Fort Pitt, Sask.

GROCERY STORE TO RENT — OWNER very ill. William Johnston, 184 Christina St., Sarnia, Ont.

THREE LIVE GROCERY STORES FOR sale—in one of the best Western Canadian cities. Each store selling over $60,000 a year, all cash; old established business; will sell together or separately. This is a real snap for a progressive grocer. Owner retiring from retail trade. Reply to Box 65, Canadian Grocer

PEANUT BUTTER IS CONCENTRATED nourishment. One pound equals three pounds of beefsteak or forty eggs in food value. This great economizer can be retailed at 30c per pound in Canada and supplied by your jobber. Write Bayle Food Products Co., original manufacturers, St. Louis, Mo., U.S.A., in the heart of the peanut country.

GROCERS' COUNTERS AND SHOW CASE, at 25% to 50% below regular price to clear stock. Special sale of samples and Exhibition cases from Oct. 1 to 15. All new goods at reduced prices. Call at special sales rooms, 120 Bay St., Toronto, or write for particulars to Jones Bros. Co., Limited, 29-31 Adelaide St. W., Toronto.

GENERAL STORE AND MEAT MARKET—phone central, in connection. On Calgary and McLeod branch C.P.R. Stock $5,500.00, turnover $1,500.00 per month. Living rooms above store. Reply to Box 57, Canadian Grocer Toronto.

FOR SALE—AN ADVERTISEMENT UNDER this heading would be seen by practically every progressive grocer in the Dominion. This means that it will be read by the very man who is in need of such a coffee mill, cash register, cheese cutter, showcase, etc., that may be standing idle in your store, and which could be turned into money by an outlay of just two cents a word. See our rates above and send your ad. along to-day.

GROCERY STORE FOR SALE—GOOD CENtral location in the City of Windsor, Ont. Butcher business in connection. Two-family residence. Flat rented at $20.00 per month. Turnover, $20,000 yearly. Will sell cheap. Reasons: retiring from business. Write Box 67, Canadian Grocer, Toronto, Ont.

STORE TO RENT OR LEASE—TWOstorey frame corner building, size 25 x 60, perfectly fitted for general merchant business in a Southern Saskatchewan coal mining town. A good business proposition to the right man, with immediate occupation. For full particulars write A. H. McConnell, Box 11, Roche Percee, Sask.

GENERAL MERCHANT'S BUSINESS, POST office attached, for sale, on Vancouver Island. Turnover $15,000 yearly. Sound business; $10,000 will handle; $3,000 yearly can be made. Apply Box 68, Canadian Grocer, Toronto. Principals or solicitors only treated with.

AGENCIES WANTED

WANTED—AGENCIES FOR CONFECTIONery, biscuits, jams, canned goods and other grocery lines, on commission. R. C. Webber, 79 Merrick St., Hamilton.

WANTED—AGENCIES FOR PROVINCE OF Prince Edward Island on a commission basis for any special or good general lines handled by the drug or grocery business. Firm has good connection with local trade and already represents several manufacturers. Special facilities for advertising or distributing samples if required. Write P. E. Island Agency, Box 265, Charlottetown, P.E.I.

What Do You [ ] Earn?

Don't think us impertinent. We want you to put the question to yourself, and to supplement it with the further question, "Could you earn any more?"

Certainly you could, if your wasted evenings could be used to advantage.

Why not let The MacLean Publishing Company help you out? They will appoint you circulation solicitor in your district for MacLean's Magazine.

When you have tried it you may find it pays you well enough to give your whole time to it. That has been the experience of many before you.

The MacLean Pub. Co.

143-153 University Ave.

TORONTO

Place Your Christmas Window in the Contest

This year *Canadian Grocer* will have as usual a Christmas window competition open to grocers and their clerks. When you have your best window in shape, have it photographed and entered in the race. It may be in the money.

Selling Power, Attractiveness and Originality

will be the basis of judgment. Windows must be trimmed with Christmas goods.

Photographs must be mailed before December 31. See that photographer gets good picture and give description of the window.

The Prizes

Towns and Cities over 10,000 Population		Centres under 10,000 Population	
1st Prize - - -	$5.00	1st Prize - - -	$5.00
2nd " - -	3.00	2nd " - -	3.00
3rd " - - -	2.00	3rd " - - -	2.00

The Christmas Ad. Writing Contest

For the best Christmas newspaper advertisement submitted by end of year *Canadian Grocer* will give a prize of $3; to the second best, $2. Clip it from the newspaper and briefly outline your ideas concerning advertising and its selling advantages.

Address:

THE EDITOR, CANADIAN GROCER

143-153 University Avenue

TORONTO

Fresh meat sausages are very wholesome and economical.

Now is the time to order a regular supply of the high quality

Schnieder's

Country Pork, Weiner and Bologna Sausages

There's quality and deliciousness in every ounce. Nothing like them for boosting provision sales and profits.

"Twelve Varieties"

J. M. SCHNEIDER & SONS
LIMITED
Berlin, Ontario

Apples

We will pack

10,000 barrels

of the celebrated Georgian Bay Apples this Fall. Place your orders early.

LEMON BROS.
Owen Sound, Ontario

NEW

St. Nicholas
Puck
Queen City
Kicking
Messina Lemons

ARE ON THE WAY

J. J. McCABE
Agent
Toronto



— the enthusiasm of the women who use Wonderful Soap is your surest guarantee of better, heavier sales. For bigger profits, push Wonderful Soap to-day.

Guelph Soap Co.
Guelph, Ont.

No Advance In Prices

"PURITY" Salt will, for the present, remain the same as before the war, although jute sacks, of which large quantities are used for salt, have advanced nearly 100 p.c., and unless conditions improve shortly, it will almost be impossible to get them at all. We would urge our customers to specify barrels in place of sacks wherever possible.



We have a large stock of salt on hand and can ship promptly.

The
WESTERN SALT CO.
LIMITED
COURTRIGHT, ONTARIO



No Advance in Price—No Alteration in Quality.

Retail Selling Prices:

GREEN	*LABEL*	*30c.*	*Per lb.*
BLUE	"	*35c.*	"
RED	"	*40c.*	"
GOLD	"	*50c.*	"

Dickeson's Tea is the BEST Tea.

YES! Still selling at exactly the same price as before the war broke out—and no reduction in the standard of quality, either! Here is a tea which is meeting with an enthusiastic reception everywhere—*first* because of its unrivalled strength and purity, *second* because of its rare flavor and quality, and *third* because it has not advanced in price since the war broke out. Hundreds of housewives all over Canada are showing their appreciation of Dickeson's patriotic attitude by buying this fine Old Country Favorite. The demand is growing—*growing—growing!* The tea that's *easy* to sell these days is—

DICKESON'S TEA
"The Beverage of the Old Country."

Write to any of the following Dickeson's Agents:—

TORONTO
Frederick E. Robson Co.

HAMILTON
C. G. Walker & Co.

OTTAWA
H. N. Bate & Sons, Ltd.

WINDSOR
G. Clair Bliss, Detroit, Mich.

ST. JOHN, N.B.
E. T. Sturdee.

QUEBEC
A. Francois Turcotte.

WINNIPEG
W. Lloyd Lock & Co.

AMHERST, N.S.
Morrison's, Ltd.

RICHARD DICKESON & CO., Limited, London, Eng. (Established 1649)



Pertinent Questions for the Grocer

Our automatic machines parcel sugar for you at

½c for a 2-lb. Carton, or
1¼c for a 5-lb. Carton.

Can you pay for clerk's time—paper bags—and twine—and do it at that price yourself?

And do you actually get 50 2-lb. or 20 5-lb. packages out of every 100 pounds of sugar?

How do the paper bags compare with the REDPATH Cartons for attractiveness—for quick service—for safety in delivery?

Which are your customers likely to prefer, the bags or the up-to-date, convenient

Redpath

2 lb. and 5 lb. Cartons?

CANADA SUGAR REFINING CO.
MONTREAL Limited

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We Stand Behind Our Advertising

You can depend on the Quality of the Goods we offer. During the forty years we have been in business, we have always given Quality, Right Prices and Service—that is why we have many friends.

May we have the pleasure of dealing with you? You will find that we put the proper spirit in our transactions.

Will you not make up a small trial order from the following list and let us prove to you that we deserve your confidence?

MALAGA TABLE RAISINS

"CONQUEROR" Cluster,
The very best offered.
"EMPRESS" Cluster,
A table raisin of real merit.
"DUCHESS" Brand,
The everyday seller.

These three brands are put up in cases of 20s, 1-lb. bundles. Each package is wrapped in sanitary paper, and each bundle is inclosed in individual carton boxes. The ideal package for your better class trade.

Three Good Sellers:
"Royal Buckingham,"
"Extra Dessert,"
"Connoisseur Cluster,"

In 5½-lb. flat boxes, and 22-lb. square boxes.

WHOLE NUTS

Pecan Jumbo
Filberts
Tarragona 1914

PEANUTS

Special price.

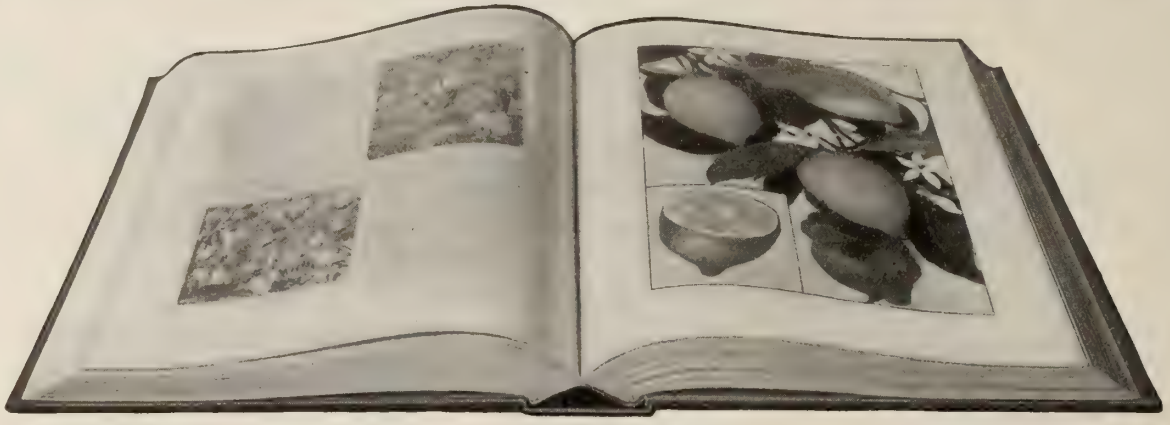
A real, genuine offer. Get our prices for:
"Coon," "G," and "Bon Ton,"
you will find them really low.
No sale considered complete until you're entirely satisfied.

Laporte, Martin, Limitée
568 St. Paul St., Montreal

THE GROCER'S ENCYCLOPEDIA

A VERITABLE CONSULTING LIBRARY

A Most Appropriate Christmas Gift



A CHRISTMAS gift that is sure of an appreciative welcome by anyone in the grocery business is a copy of Artemas Ward's "GROCER'S ENCYCLOPEDIA." It possesses double merit—as a reference work of high, practical value and a volume full of entertainment to the eye and mind.

A grocer who presents a copy to his manager, chief salesman or other employee has the satisfaction of knowing that the book will not only be thoroughly enjoyed, but also that the person receiving it **will be profited by its possession.**

The advance of the business during the last few years renders it essential that the modern grocer and his employees keep themselves thoroughly informed and up-to-date, and nothing is more likely to stimulate the professional interest of the salesman than the fascinating light which this book throws on many phases of the grocer's calling and on innumerable items of his stock.

Or—supposing that Santa Claus is working in the opposite direction—one may suggest that **Mrs.** Grocer could not surprise her husband with anything that he would enjoy more—nor anything that would be of more practical aid to him in his business. Or, the salesmen can club together and give it to the boss!

Whether it is either, or both, **Mr.** Grocer and **Mr.** Salesman receiving the book as a Christmas remembrance, an additional and very delightful advantage is the fact that **Mrs.** Grocer and **Mrs.** Salesman will find as much interest and practical information in it as will their husbands. Such a combination is altogether too rich and too unusual to be passed by, when the cost is only $10.50!

The grocer or grocery salesman who possesses a copy of "The Grocer's Encyclopedia" need never feel embarrassed by any questions pumped at him by a housekeeper of enquiring mind, for that magnificent work will answer them all. Caviar types, truffles of different countries, mushrooms of all varieties, fancy liqueurs, any of a thousand wines, food names in five languages, etc., etc.—**anything and everything you want to know is there.**

The text treats on fully 1200 subjects, covering all kinds of foods—their habitat, cultivation, preparation for market, quality and grades—and containing many inside trade "pointers," which are of practical value in buying and caring for goods, which you can obtain nowhere else.

It is illustrated with 80 full-page color-plates of tropical fruits, nuts, cheeses, meats, game-birds, etc., which the **New York Press** describes as "the most beautiful that ever appeared in a work of encyclopedic character," and hundreds of photographs showing food growing and preparation in all parts of the world.

The book contains 748 pages, 11 x 8½ inches in size, printed on heavy calendered paper, and strongly bound in buckram.

Its handsome appearance and wealth of illustrations make it a well-nigh ideal holiday gift.

It is said that it cost more than $50,000 to produce, but it sells **for only $10.50, delivery prepaid.**

Send your order to BOOK DEPARTMENT,

THE MACLEAN PUBLISHING COMPANY, Limited

143-153 UNIVERSITY AVENUE, TORONTO

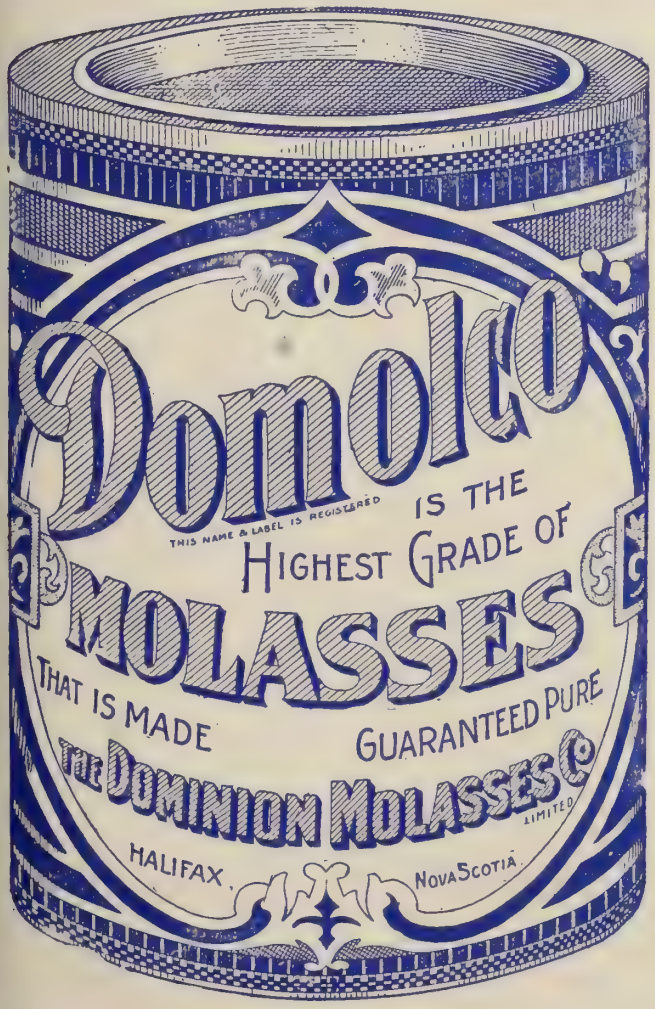
We make it good; its friends make it famous

Domolco is a superior Molasses, ma de from an extra fine quality of cane sugar grown on the little tropical island of Barbadoes.
It is carefully refined and purifie d—a healthy and economical food.
It has the character and qualit y which instantly appeals to old and young. Makes a delicious dessert — excellent with hot biscuits, muffins, waffles, etc.

DOMOLCO

Is put up in attractive, sanitary, lever-top tins—the most sanitary, convenient, and profitable method of handling.
The quality and purity is absolutely guaranteed.
Contains no glucose.
Extensive consumer advertising has created a big demand. Profits are good.
Your wholesaler can supply you.

The Dominion Molasses Co., Ltd.
HALIFAX, N.S.



Note the registered Label

Guaranteed pure Cane Molasses

Extensively advertised

Distributors for Manitoba and Saskatchewan:
Messrs. The W. H. Escott Co., Limited, Winnipeg.

"ATORA" Beef Suet

In Blocks and Tins for Frying, Cooking, and all Purposes

For frying your fish use "ATORA" in Blocks. It will be a revelation to you how sweet and crisp your fish will be. It does not soak into the article fried, and does not repeat or cause heart-burn like the common and harmful cottonseed oil preparations.

ALSO ready SHREDDED in Cartons



No Chopping. No Waste
Ready to Mix with the Flour
Delicious for Puddings
Excellent for Pie-crust
Unexcelled for Mince Meat
Absolutely Pure and Wholesome

15 Prize Medals Awarded

"ATORA" Beef Suet has been a general household commodity in Great Britain and Ireland for over 20 years, and during that time has been supplied to the Royal (British) Navy, and all the Polar Expeditions. Its chief claims for popular favour are:—

(1) It contains no skins, moisture, or impurities.

(2) **You should use one-third to one-half less in weight** than you would of raw suet.

(3) It melts readily in Puddings or Mince Meat, and enriches the other ingredients thoroughly and uniformly, instead of remaining in small seperate lumps, like the raw suet does.

(4) Our Suet is more digestible and wholesome, as it is sold thoroughly cooked, sterilized and refined before you put it into the Pudding or Mince Meat.

(5) During the cold season, you can buy it ready shredded, or if you buy the blocks it flakes easily with a knife. It dissolves thoroughly as soon as heat is applied. During hot weather it is sold in airtight tins, weighing 1-lb., 2-lb or more.

(6) It makes the best flavored Pie Crust and Cakes.

(7) It is the best and most economical fat for frying, as it can be used **over and over again**, and remains sweet longer than any other fat or oil. (For frying use ATORA in blocks or in Tins.)

(8) It is rendered at the Manchester Works, from prime Fresh Beef Suet only: **no preservatives are used, and it is guaranteed absolutely pure.**



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Rose & Laflamme, Ltd. ..... Montreal
Smith Brokerage Co., Ltd. ..... St. John, N.B.
J. W. Gorham & Co. ..... Halifax, N.S.
O. N. Mann ..... Sydney, N.S.
Mitchell & Whitehead ..... Quebec
The Lind Brokerage Co ..... Toronto
C. G. Walker & Co. ..... Hamilton
Nicholson & Bain, Winnipeg, Regina, Edmonton, Calgary, Saskatoon and Vancouver.
A. W. Huband ..... Ottawa
C. E. Disher & Co. ..... Vancouver, B.C.
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MANUFACTURED BY

HUGON & CO., Limited, Manchester, England

FEATURING FALL, WINTER AND CHRISTMAS GOODS SELLING

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII PUBLICATION OFFICE: TORONTO, DECEMBER 4, 1914 No. 49



"FLORODORA"
"OPERAS"
LITTLE CIGARS

Packed Twenty-five in a Box



(Actual Size)

Right in time for your Christmas and New Year's Trade. 25 delightful little cigars — packed like the finest of Havanas—with all the big cigar's flavor and enjoyment—yet at a price that will astonish you and your customers; they haven't bands on, otherwise, any difference is all in their favor.

"FLORODORA OPERAS" will be appreciated by the most critical smoker—and you can offer them to your customers with the assurance of a steadily increasing demand.

JUST THE THING FOR CHRISTMAS GIFTS

Handled by All the Wholesale Trade

If ever you need to handle good baking powder, you need to *now.*

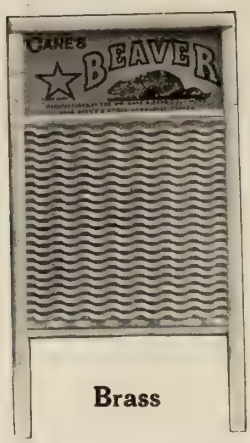
People must bake to keep down expenses, and to bake successfully must have good baking p o w d e r — powder that's going to ensure absolute baking success, without the least chance for failure. "McLAREN'S INVINCIBLE" IS THE HEAD OF THIS CLASS.



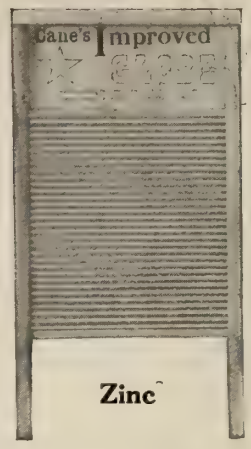
Put up in 6, 8 and 16-oz. and 5-lb. tins. Every tin guaranteed.

Order now.

McLarens Limited
HAMILTON WINNIPEG



Brass



Zinc

Four different wash surfaces

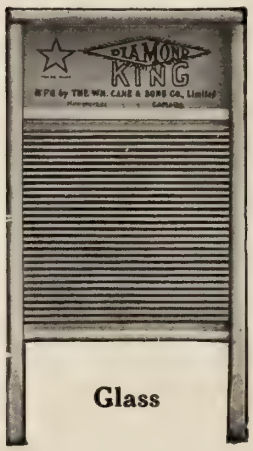
There is a Cane Washboard surface to meet every requirement. By handling these lines you will not only insure satisfaction, but you will get their trade for other **"Cane" Woodenware Products.**

These include pails, tubs, mop-sticks, butter molds, bake boards, folding clothes and saw horses, etc.

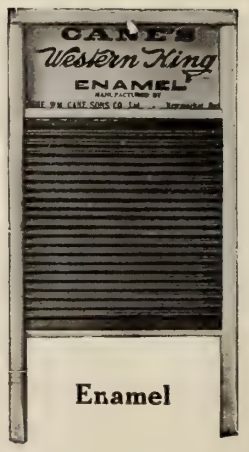
Made with best materials, good workmanship and fine finish. Satisfaction guaranteed—profits are remunerative.

Your jobber can supply you. Get our catalogue for reference.

The Wm. Cane & Sons Co., Ltd.
NEWMARKET ONTARIO



Glass



Enamel

When the Dominion Government Boosts FISH—Isn't it Time You Got Busy?

FISH AS FOOD.

In these days when the cost of living has become such an important factor, it is necessary for the average housewife to give careful thought to providing for her table. The articles procured must not only be reasonably cheap, but they must be palatable and nourishing.

As fish meets these requirements, attention is called to it as one of the articles that should daily have an important place on each bill of fare.

Not only from an economic, but from a health, standpoint is it desirable that fish should be much more freely used. Sir James Crichton - Browne, M.D., D.Sc., Lord Chancellor's Visitor, etc., in an article on the Value of Fish as Food, states that it cannot be too strongly insisted on that for working people of all classes, —those who work with their heads as well as those who work with their hands,—fish is an economical source of energy necessary to enable them to carry on their work, and that for children and young persons it furnishes the very materials that are needed to enable them to grow healthy and strong.

The same authority states that another very important reason why fish should be generally used is its easy digestibility. Even feeble stomachs, that cannot readily deal with butcher's meat, find little difficulty in assimilating fish.—Extract from the booklet issued to Canadian housewives by The Naval Service Department, Ottawa.

Just read the extract in the accompanying panel, taken from a most interesting and instructive 72-page booklet The Naval Service Department is distributing in thousands to Canadian housewives.

Think of the wonderful reactionary effect this is bound to have on grocers' sales of fish. Think of the daily increasing favor and demand right in your locality.

The public mind is just in the right mood for you to secure good sales from fish, but if you wish to make the most out of this fish campaign, feature the brand that is known all over Canada for its goodness, freshness and quality—

THISTLE BRAND

HADDIES, FLAKED FISH AND KIPPERED HERRING

Take advantage of the unusual attention being paid to fish and get Thistle Brand on display in your store now. Thistle Brand Fish has meant extensive sales and considerable new custom to grocers handling this brand. Will you be the progressive, the successful one in your locality? Write your wholesaler to-day.

ARTHUR P. TIPPET & CO.
AGENTS -:- MONTREAL

HOW TO AVOID

Lost flavor—lost sales—lost prestige—

You can't dodge the effects of insecurely sealing your product. And prestige, reputation once lost is doubly hard to regain. Better be on the sure side and safeguard your precious product with the absolute security of

ANCHOR CAPS

There is a reason why manufacturers who are winning the earnest co-operation of dealers, and whose products meet with unqualified favor by consumers are safeguarding their products with the security of Anchor Caps. When the consumer removes the cap the product is as fresh, as wholesome, as full-flavored as when it entered the container. Then why dilly dally with public favor and dealer co-operation by tolerating anything less certain than Anchor Cap security? Shall we send you catalogue and particulars to-day?

The Anchor Cap & Closure Corporation of Canada
LIMITED
Sudbury St. West, Foot Dovercourt Rd., Toronto



ARCTIC
FISH DISPLAY CASE

PRICE
$27.00 net



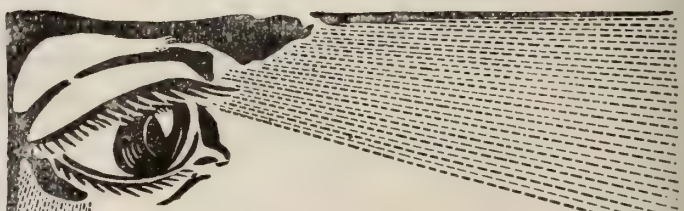
90,000 persons are engaged in the fish industry in Canada.

This fact alone is evidence of the popularity of fish in Canada and is one reason why you should handle fish. This case a truly handsome, sanitary display case, is a big fish seller. Solid oak, three compartments, removable partitions. Popular price, $27 net.

Pays for itself in a short time. Mail your order to-day and make fresh, frozen and cured fish handling easy.

John Hillock & Co., Limited
TORONTO

AGENTS:—Western Ontario: J. H. Galloway & Co., Hamilton. Saskatchewan: Western Butchers' Supply Co., Regina, Sask. Montreal: W. S. Silcock, 33 St. Nicholas St.



Keep your Eye on 'CAMP'

'CAMP' Coffee grows in favour every day. So easy to make— o delicious when made—so economical —and so sure to give satisfaction,

Besides, the profit is alright too. 'CAMP' cus omers a e *pleased* customers — the kind you want.

Ask your Wholesale House about supplies.



CAMP COFFEE

R. Paterson & Sons, Coffee Specialists, Glasgow

Purity—
Flavor—
Wholesomeness—

These are the qualities that bring you best sales in preserved fruits. The purity and flavor of

E.D.S.
Jams, Jellies and Marmalades

are not only the result of scrupulous cleanliness and discriminating care in the selection of the choicest fruits, but because it is only a few minutes from the time the fruit is picked until it is ready for the consumer, with Nature's true flavors unsullied and fully retained. Purity, flavor and wholesomeness—the name E. D. Smith's assures them; and remember these qualities mean better pleased customers and bigger sales. It's a sure play into your own hands when you push the E. D. S. Line.

E. D. SMITH & SON
Limited
WINONA, ONT.

AGENTS

Newton A. Hill	Toronto
W. H. Dunn	Montreal
Mason & Hickey	Winnipeg
R. B. Colwell	Halifax, N.S.
A. P. Armstrong	Sydney, N.S.



Your Safety Lies in Borden's Unimpeachable Purity.

The whole success of handling condensed milk products lies in purity that cannot be questioned. And Borden's stringent regulations ensure you that. The very fact that three generations of mothers and physicians have found Borden's the safest and most satisfactory substitute for mother's milk speaks well for its purity. When you push the Borden Lines you KNOW you are backing the only safe milk for infants and grown-ups. Customer satisfaction and repeat sales are assured. Feature the Borden Lines in your windows to-day.

Borden Milk Co., Limited

"Leaders of Quality"
MONTREAL

Branch Office: No. 2 Arcade Building
Vancouver, B.C.



Get More Pleased Customers

Give your customers coffee they can really enjoy. Get rid of the coffee that sits on the shelf and dries out its flavor and goodness — and incidentally your best profits.

Let

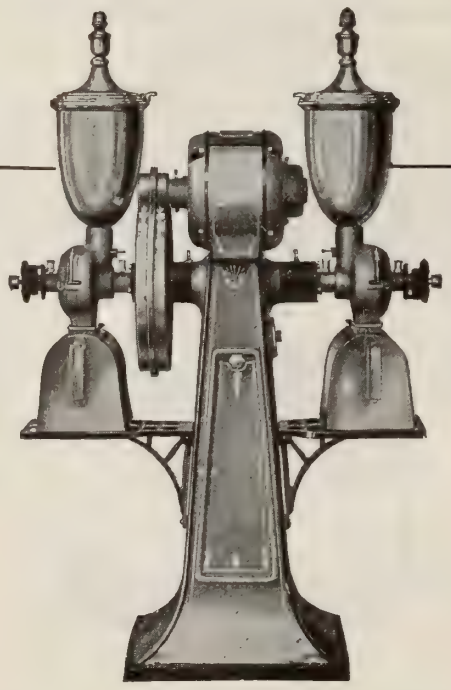
The Hobart Mill

give you coffee flavored as Nature intended — full, fresh, irresistible. It will surprise you how quickly you will build up extensive and heavy sales, and consequently much larger profits. This makes it all the more imperative that you investigate the Hobart Mill—NOW. Catalogue and particulars sent gladly on request.

The Hobart Mfg. Co., 105 Church St. Toronto

Ryan Bros., 110 St. James Street, Winnipeg

Agents for Manitoba, Saskatchewan and Northern Ontario



Richards
QUICK NAPTHA
THE
WOMAN'S SOAP

The Sign of a Good Buy in Soaps

Here's a soap with a reputation behind it—it is well advertised—has a large sale—offers a 26½ per cent. profit—is backed by good service to you. Better let your wholesaler supply you with a few cases this very week.

The Richards Pure Soap Co.
Limited
Woodstock - Ontario

The Best Proofs

of the PRE-EMINENCE of the

Continental Grocery Bags

are the bags themselves.

Manufactured for those who use the best.

Ask the man who uses them

The Continental Bag & Paper Company, Limited

Manufacturers **OTTAWA**

Branches, Montreal and Toronto.
Agencies throughout Canada.

DOMINION CANNERS LIMITED
HAMILTON, CANADA
THE EVIDENCE of QUALITY

CRANBERRY SAUCE

Every Grocer should have on his shelves a quantity of "AYLMER" CRANBERRY SAUCE.

During the next few months there will be a large sale for Cranberries.

"AYLMER" CRANBERRY SAUCE is superior to the home-made, and the housewife will usually prefer "AYLMER" CRANBERRY SAUCE to making her own. Tell her about "AYLMER" CRANBERRY SAUCE.

Ask the Wholesale Traveller to show you a sample and name you prices.

Dominion Canners, Limited

Hamilton, Ontario

For Over Thirty Years The Leader

Shirriff's True Vanilla stands supreme among vanilla extracts. No other equals it in sales in Canada. And no other equals it in quality, a fact which every progressive grocer knows.



Shirriff's True Vanilla owes its superior bouquet, strength and flavor to the special Shirriff process which the choicest real Mexican Vanilla beans undergo. No one has successfully imitated this process, because the process in its entirety is known only to the proprietors. It is not for sale. The makers of

Shirriff's True Vanilla

place a guarantee on every bottle as a token of their faith in their product. It also serves as a good talking point in selling. But most discriminating housewives know about Shirriff's True Vanilla, and are glad to buy it. If you are not selling this famous extract, place an order right soon. No enterprising grocer should be without a stock of this splendid selling line.

Imperial Extract Co.

Steiner and Matilda Streets

Toronto

A well-filled Pocket Book

is a guarantee against hard times. Many persons of moderate income are increasing their salaries by representing us during their spare time. Our representatives are earning from five to thirty dollars a week during their off-time by taking new subscriptions and renewals for MacLean's Magazine and The Farmer's Magazine among their friends and acquaintances.

MacLean's Magazine is the largest and most influential monthly in Canada, presenting articles on national subjects and strong Canadian fiction in addition to a digest of world events.

Farmer's Magazine is the herald of agricultural progress—a monthly magazine which deals with the problems of the farm in virile and readable form.

Let us show you how you can earn the extra money you need.

Write to-day to

The Agency Division

THE MACLEAN PUBLISHING CO. LIMITED

143-153 University Ave., TORONTO

GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

Leitch Brothers' Flour Mills
LIMITED
Oak Lake **Manitoba**

GIPSY

Stove Gloss

is "as black as it's painted"

Order from your Wholesaler.

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia & Yukon: Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.

H·E·I·N·Z H·E·I·N·Z

Your Good Will

and co-operation are all we ask, because it is no *work* for you to sell *Heinz 57 Varieties*. We keep the consumer interested by steady national advertising, we please your customers by maintaining quality and purity, and, our Grocers' Service Department goes still further.

It is to help you get more business.

Ask our salesman about it or write to us for full particulars.

H. J. HEINZ COMPANY
PURE FOOD PRODUCTS
MADE IN CANADA
Factory : Leamington, Ont.

H·E·I·N·Z H·E·I·N·Z

Carr & Co.'s Carlisle Biscuits

have their own distinct following. People who know good biscuits, use good biscuits, demand good biscuits, are the people who buy Carr's Biscuits.



The mere "say so" that you handle Carr's Biscuits put you into the front rank of a quality salesman.

For prices, etc., write to-day.

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Limited, Montreal; Dunn-Hortop, Limited, Toronto; Hamblin & Brereton, Limited, Winnipeg, Man., and Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.

GOLD DUST



You can put GOLD DUST into almost every order, if you'll just mention it. You don't have to "talk," our extensive advertising keeps GOLD DUST so well known the sales are waiting for you.

THE N.K. FAIRBANK COMPANY LIMITED

Made in Canada

We are now manufacturing a special line of cartons for Biscuit Manufacturers.

PARAFFINED, SANITARY

and made from CANADIAN pulp board.

To manufacturers of Biscuits we will be pleased to submit samples and quote prices.

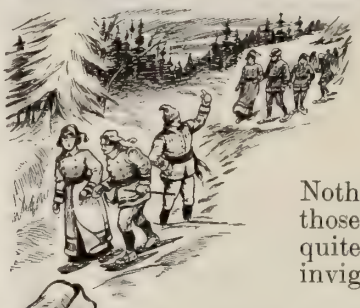
To the Merchant: Ask for biscuits put up in "Made in Canada" cartons.

The Consumer will prefer biscuits put up in "Made in Canada" Paraffined and Sanitary cartons, which keeps them dry and crisp.



We also manufacture paraffined Butter cartons.

RUDD PAPER BOX CO., LIMITED
Toronto



After the tramp

Nothing meets the approval of those who enjoy the out-of-doors quite so well as a delightful and invigorating cup of

"DISTIL" COFFEE

Feature it *now* in your windows. Get your clerks behind this coffee extract par excellence, whose purity and flavor have won for it 22 highest awards, "DISTIL" ensures you heaviest sales. Will a single case do for first order?

Write NOW.

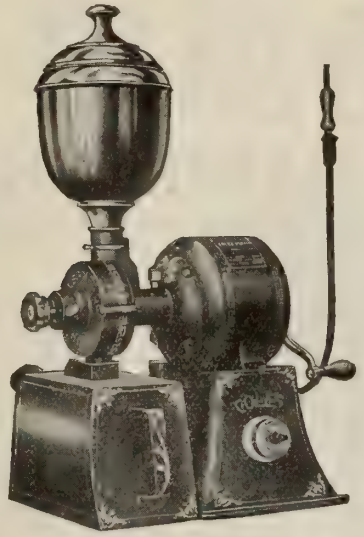
THE HARRY HORNE CO., Canadian Agents
309-11 King St. West, TORONTO

Made at London, Eng., by The Distil Mfg. Co., Limited.



Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL



There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St. PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

"SOVEREIGN" SALMON



FINEST BRITISH COLUMBIA SOCKEYE

QUALITY IS OUR FIRST CONSIDERATION

PACKED BY

THE ANGLO BRITISH COLUMBIA PACKING CO.

LIMITED

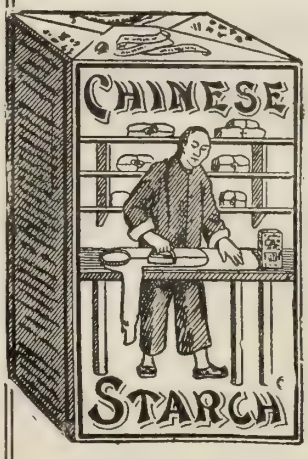
VANCOUVER, B.C.



The housewife's appreciation of Cook's Friend Baking Powder is easily reckoned in the extensive sales and good profits other grocers are experiencing. Such appreciation ensures continued sales and steady customers. You can do the same in your store. Write to-day.

W. D. McLaren, Limited, Montreal

Better Dealer Service



The greatly increased demand for

CHINESE STARCH

has made necessary the installation of new and improved machinery that will more than double the present capacity of our plant. This will enable us to make prompt deliveries on all orders and insures a neater package.

Chinese Starch fits in with the

"Made in Canada"

movement, so don't lose sight of the fact, that when pushing this superior brand you not only please your customers but keep the money at home.

OCEAN MILLS, Montreal

Order from any Wholesale Grocer

Tartan BRAND

THE SIGN OF PURITY

NEW FALL FRUIT ARRIVING DAILY

New Valencias (In stock)
New Malaga Raisins
New Shelled Almonds
New Currants
New Sultanas
New California Prunes, Apricots, Peaches, Raisins.

Our travelers have full information, or

'Phone No. 3595, 3596, 3597, 3598, 4656, 748; Night 'Phone, 1807.

BALFOUR, SMYE & CO., Wholesale Grocers HAMILTON



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax, - N.S.

Cigars for Christmas



Tobacco Gifts Are Appreciated

Many a woman has had the gift problem solved for her in a box of Tuckett's Cigars, even in a pound of Tuckett's tobacco.

Live grocers give prominence to a small tobacco case during the Christmas season and find that it pays handsomely. It's often the start of a permanent paying tobacco department.

STOCK TUCKETT'S FOR ABSOLUTE SATISFACTION.

TUCKETT LIMITED

HAMILTON, ONT.

CLARK'S PORK AND BEANS



MADE IN CANADA BY A

CANADIAN FIRM

FROM CANADIAN PRODUCTS

W. CLARK, Limited, Montreal

JAPAN TEAS

FURUYA and NISHIMURA

JONAS' FLAVORING EXTRACTS

MAKE FRIENDS AND KEEP FRIENDS

Over Forty-Four Years' Experience

enables us to produce extracts of the highest quality. Your recommendation to use only the best—Jonas'—will be appreciated by your customers.

HENRI JONAS & CO. (Established 1870) **Montreal**





Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

St. Lawrence Granulated

If your trade prefer a certain sized grain of sugar you can get exactly what they want by specifying

Red Label for fine grain granulated
Blue " " medium " "
Green " " coarse " "

Evaporated Apples

WE PACK CHOICE THREE-POUND PACKAGES FOR FINE FAMILY TRADE.

O. E. Robinson & Co.
Ingersoll, Ontario


No. 35

End ALL Expense With First Cost


No. 40

The continual expense of electric current, little breakages and repairs, that insidiously eat big holes in your profits —such costs are never known to grocers using the ELGIN COFFEE MILL. With them **first cost is the only cost.** The ELGIN steel-cuts your coffee any grade by a few simple turns of the wheel. Nothing to wear or break—nothing to get out of kilter.

You'll find the ELGIN always ready for active service, thus greatly adding to its economy and earning power. Let us send you without obligation Catalogue No. 23, which fully describes the ELGIN line. A post card will bring it, together with the name of our nearest representative.

Woodruff & Edwards Co., Elgin, Ill., U. S. A.

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions
Tea Lead—all gauges and sizes
Metal Bottle Capsules—any size, color or stamping
Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use — stating qualities — We will give you BEST QUALITY — BEST DELIVERY — BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road LONDON N., ENGLAND



More Confection will be Sold This Christmas than Ever Before

The coming Christmas season will present the biggest opportunity ever offered the grocer to push confectionery sales. Financial conditions will demand it.

What money there will be to spend at Christmas time will not as formerly go to the purchase of expensive toys, games, etc., but in a large measure for goodies and confection for the kiddies and grown-ups. And foremost among desirable confections will be the

DIAMOND BRAND CONFECTIONERY

known so well all over Canada for its delicious goodness at moderate cost. The grocer who features the "Diamond" Line will experience not only heavy sales, but as it affords a profit of not less than 50% on every pail, unequalled remuneration will follow his efforts. Make the most of this excellent opportunity for heavy Christmas sales by sending your order through *to-day*.

SUGARS AND CANNERS, LIMITED

MONTREAL





MAIL THIS COUPON NOW!

Tear out the coupon below, mark the pails you feel will best appeal to your trade and mail to your nearest wholesaler or direct to-day.

Think of the greater amount of candy that will be used this Christmas. Think how easy it is to quickly dispose of the "Diamond Brand"—the Confectionery of Universal appeal. Think of the clear profit of not less than 50% on every pail. No far-seeing grocer, with an eye for big Christmas profits, could let this excellent opportunity pass without misgivings. So tear out the corner of this page, fill in, and mail NOW.

SUGARS AND CANNERS, LIMITED
MONTREAL





COUPON

SUGARS & CANNERS, LIMITED, Montreal.

Please ship, freight prepaid, the following trial order:

1 pail pure Maple Gems, 19 lbs.	$ 2 90
1 pail Minto Creams and Jellies, 32 lbs., 9¼c	3 04
1 Drum Assorted Caramels	3 50
1 pail Mint Buttons, 17 lbs.	2 30
8 half-gross boxes asstd. gross goods (Best selling line.)	4 00
	$15 74

Name .....

Address .....

Freight prepaid in Ontario, Quebec and Maritime Provinces.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Two Good Agencies Wanted for
CITY OF OTTAWA
(best of references)
Martin M. Walsh
Care Canadian Grocer

We are large buyers of
Evaporated Apples and
White Beans
Wire or write us.
W. H. Millman & Sons
Grocery Brokers
TORONTO

The Condensed Ads. in this Paper will bring good results

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents
and Importers.
51-53 Wellington St. W., Toronto

A want ad. in this paper will bring replies from all parts of Canada.

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

HENRI DE LEEUW
28 Front Street E. TORONTO
I solicit Agencies of large Canadian Packers, Evaporators, Flour Mills, either for Canada or abroad. Submit me prices and samples. I have large foreign enquiries.

WESTERN PROVINCES.

GEORGE E. MEASAM
Wholesale Grocery Broker
and
Manufacturers' Agent.
Splendid warehouse space. Cold Storage in connection.
P. O. BOX 1721,
Edmonton - - - - - Alberta.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers
and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

G. C. WARREN, REGINA SASK.
Importer, Wholesale
Broker and Manufacturers'
Agent.
Trade Established, 15 years.
Domestic and Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

W. H. Escott Co.,
LIMITED
Wholesale
Grocery Brokers and
Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

An ad. in this journal brings your goods to the attention of the buyer.

WESTERN PROVINCES—Continued.

H. G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY
IMPORTER & BROKER
Specials just landed:—
CITRIC ACID TARTARIC ACID
OIL OF LEMON SALTPETRE
757-759 Henry Ave. WINNIPEG

Ruttan, Alderson & Lound, Ltd.
Successors to
RUTTAN & CHIPMAN
Commission Brokers
WINNIPEG. MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street, - Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.

QUEBEC.

SPLENDID CONNECTION
Amongst the Jobbers and Retailers.
I am open for a few more agencies, and can handle them to advantage.
Have You a Line of Candy Gross Goods?
The CLAUDE BEAUCHAMP Imports Limited.
223 Commissioners St., Montreal.

When writing advertisers kindly mention having seen the ad. in this paper.

The Work *of* The Senate



Senator Lougheed, leader of the Government.

The Senate does not work in the limelight. It is seldom heard of except when it does something that a section of the community does not approve. Consequently it is judged not by its deeds but by what the public is prone to accept as its misdeeds. So much attention is focused on the more spectacular proceedings in the Commons that the deliberations in the Senate are not often featured in the press and the Senators themselves are not, for the most part, familiar figures in the public eye.

With the object of bringing the Upper House closer to the public, the leading article in the December number of MacLean's Magazine is devoted to a close analysis of the Senate. It is forcibly and interestingly written, and will serve to give the public a different conception of the value of that body.



Senator Bostock, leader of the Opposition.

Other Features:

Canadian-born Admirals in the Navy; Big Business and the Private Detective; Extracting a Fortune From Salt; A selection of the best war articles from the leading magazines of the world; Four bright Christmas Stories.

MacLean's Magazine

DECEMBER NUMBER NOW ON SALE

MACLEAN PUBLISHING COMPANY, LIMITED

143-153 University Avenue, Toronto, Ont.

HOLLY DAYS

are confection days.

MAPLEINE



is indispensable for flavoring and coloring bonbons, icings, candies, ice cream.

Order from

Frederick E. Robson & Co., 25 Front St. E., Toronto.

CRESCENT MFG. CO.
SEATTLE, WASH.

OAKEY'S KNIFE WELLINGTON POLISH



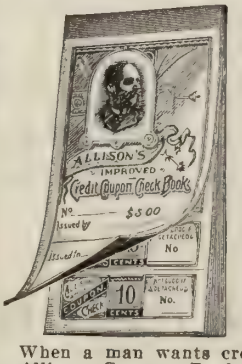
JOHN OAKEY & SONS, LIMITED, LONDON . ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermed St., Winnipeg.

20th Century Retailing DEMANDS the use of

ALLISON COUPON BOOKS



You can't get away from credit business without driving away trade. And if you don't use **Allison Coupon Books** you are bound to lose some money on credit accounts. Allison Coupon Books make credit business "good as gold."

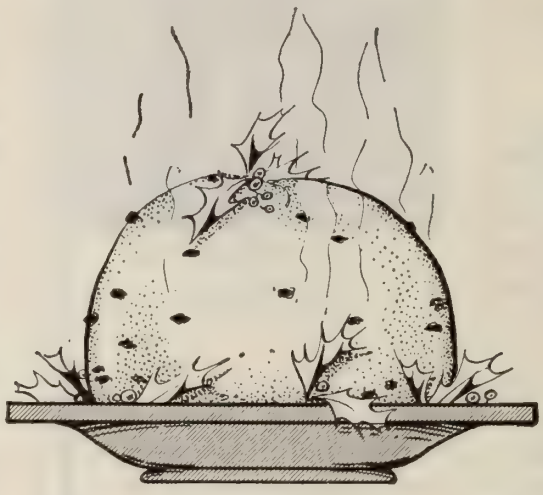
HERE'S HOW THEY WORK:

When a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No passbooks, no charging, no time wasted, no errors, no disputes.

For Sale Everywhere by Jobbers.

ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

For the plum pudding
For Christmas baking
for candy making



Supply Canada's
Pure Granulated Sugar

CRYSTAL

The Christmas sugar demand is always good—this year it will be better than ever, for the home Christmas baking and candy-making will be more general, because more economical.

Encourage the sugar-using trade to make up for the dropping off of the candy business during the festive season.

Push Crystal sugar as the all-round granulated sugar for all household uses.

It's 100% pure and a reliable sugar for baking and candy making.

Dominion Sugar Co., Limited
WALLACEBURG, ONT.



What is there about RED ROSE TEA that keeps old friends and wins so many new?

The genuine goodness of the tea maintained year after year.

T. H. ESTABROOKS CO., LIMITED

TORONTO, ONT.

Montreal St. John Winnipeg Calgary

A PERMANENT SALES-BUILDER

The unforgetable flavor, the gratifying goodness of "Banner Brand" Jams and Jellies not only promote immediate sales but their absolute purity assures permanent profits. For broadest demand, quickest returns, continuous orders, feature the "Banner Brand" Line in your store NOW.



LINDNERS LIMITED

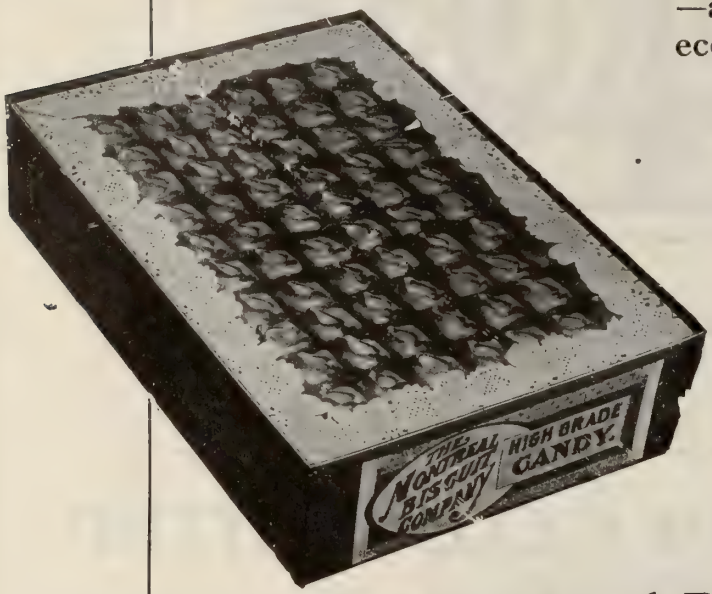
306 Ross Ave. Winnipeg

340 Dufferin St. Toronto

Representatives: H. Whissell, 2928 Drolet St., Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Ltd., Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto.

Hundreds of Shrewd Grocers are Stocking BORDO CHOCOLATES

—and turning this period of enforced economy into one of singular gain



Far-seeing enough to know that although the thousands of dollars usually spent on expensive chocolates will now be considerably reduced, the desire for sweet things will be just as acute, and could only be profitably met with chocolates as fine in quality, as rich in flavor, as moderate in price as BORDO chocolates—for twenty-nine years the standard of high quality at a reasonable price. The 60% profit afforded, coupled with the unusually increased sales these grocers are realizing, proves the excellent profits you too can easily secure in your own locality. Write to-day without obligation and ask for free sample package.

The Montreal Biscuit Company, Montreal

CANNON'S

Pure English Gelatines

For all purposes.

Prompt Shipments from Toronto and Montreal Stores

Sole Agents for:

B. Cannon & Co., Limited

LINCOLN, ENGLAND

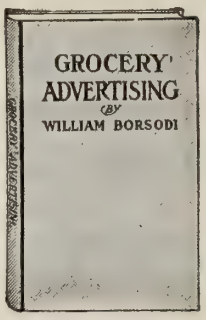
FINEGAN & ELLIS

506 Board of Trade Bldg.

TORONTO

Grocery Advertising

BY WM. BORSODI



Price Postpaid $2.00

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

BOOK DEPARTMENT

The Maclean Publishing Co., Limited

143-153 University Avenue, Toronto

Quality has done this!

THE LARGEST NUMBER OF MAIL ORDERS EVER RECEIVED IN ONE DAY

were delivered to us on Friday last. By this we mean **unsolicited orders,** written and mailed by the grocers themselves. It is theill satisfy. **Quality** has done this. **mands** Salada—that Salada alone w direct proof that the consumer de-

Yes, there are, and always have been, *lower priced* teas, but none *cheaper.* For just as chalk and cheese have no comparative qualities, these so-called "cheap" teas have no resemblance to Salada in flavor or body.





Icy freight cars—Zero days—

What chance has any catsup in weather like that? And what chance has any grocer to secure full profit on his shipment when many bottles are cracked and the most frost-bitten? Many grocers learned by hard experience last winter the safest, the wisest plan is to get their season's shipment long before the frost sets in. The grocer who gets his shipment early has the advantage on the other fellow whose frost-bitten catsup has lost its flavor. But the grocer who stocks FRETZ BRAND CATSUP, NOW, has the added advantage of a distinctive, irresistible flavor and ultra quality.

How many cases will we send you NOW to hold you over the winter months? Write to-day.

Fretz, Limited

HAMILTON, ONT.

AMOS B. GORDON CO., Toronto, Ont.
General Sales Agents

A. A. ADAMS, Agent for Hamilton, Ont.

When such a large majority

of Grocers and Butchers for nearly thirty years have found the Eureka so satisfactory that they will not use anything else—what about *you?* Can *you* afford to be without one? Shall we send you Catalogue and particulars without obligation? Eureka Refrigerators are made any size and for any purpose. Drawings and estimates are furnished free of charge on request.



Eureka Refrigerator Company

Limited

31 Brock Ave.

TORONTO

Children Thrive Best on Robinson's "Patent" Barley

And mothers know this too. Maternal pride demands the best, demands the most nourishing and healthful, de-



mands Robinson's "Patent" Barley. A first order will enable you to see just what this demand really is in your locality.

ORDER FROM YOUR WHOLESALER TO-DAY.

Magor, Son & Co., Limited

403 St. Paul St., Montreal. 30 Church St., Toronto



—made in Canada

Filling the Demand for Inexpensive Food

The public to-day is buying more wisely than ever before. There is no demand for cheap foods. But there is a demand for inexpensive foods.

The grocer who meets this demand by encouraging the use of foods like

CROWN BRAND CORN SYRUP

—that go far and cost little, will make many satisfied customers of a class that it pays to cultivate.

The Canada Starch Co., Limited

Manufacturers of the Famous Edwardsburg Brands

Montreal Cardinal Brantford Fort William

CANADIAN GROCER

VOL. XXVIII DECEMBER 4, 1914 No. 49

Free Access to Shelves of Profit-Bearing Lines

Claim of Montreal Dealer is That Customers Will Sell Themselves if Given Opportunity to Look Around—Has, Therefore, no Counter on One Side of Store—Clerks Must be Salesmen There.

DUPUIS Freres, 447 St. Catherine street, east, Montreal, have announced the removal of their grocery department from the ground floor to the basement. A representative of Canadian Grocer, who recently visited the new department, expressed surprise at the elaborate alterations being undertaken just now, to which the manager replied:

"I hear travelers complaining of poor business. Our experience has been the other way: we have shown a nice increase on the year. And why? Because we went after the business. Where other firms cut down their advertising to half, we doubled ours; where we used to advertise three times a week, now we advertise every day. Business will never come to you, especially in war time. You've got to go after it."

The changes made include the addition of a meat department, and the transfer of the grocery section to the basement, where it has been equipped in the manner of modern stores, with dust-proof bin fixtures, finished in white enamel, a mosaic floor, and facilities allowing freedom to the customer that is somewhat of a new departure in store construction and practice.

Dupuis Freres have increased their business in a certain line of biscuits from 75 tins to 650 tins inside of three years. In the first year they had only one rack of tins on the floor; now they are showing 90 tins in five racks. This business has been built up simply by showing these goods at a point where they can be reached by the customer.



The new grocery department in the Dupuis Freres store in Montreal. Counters were purposely omitted on the left-hand side to allow customers to closely inspect and handle the goods.

Free Access to Shelves.

The principle of selling goods by display has been carried out in a new direction. On the left side of the store there are no counters, the shelving being open, thus allowing the customer free access to goods carried therein. It is evident to anyone that a customer will not pass on the other side of a counter to make an inspection of goods, nor does she care to make a selection from across the counter. Women customers are fond of roaming, and with free access to some open shelving, it will not be long before they are making their own selections. Dupuis Freres have not filled this open shelving with cheap lines. The space is too valuable. It is occupied only by fancy goods bringing a large profit. Advertising, stated a member of the firm, will bring customers in for staples, but these fancy lines, especially in a medium class store, must be sold largely by display. The idea is worth noting, especially in these days of economy.

It is unfortunate that this department could not be built without pillars, but it will be seen in the photograph that excellent use has been made of these obstructions. Displays have been built around them on narrow ledges. Here again, this valuable space has been devoted to the display of fancy lines, such as French vegetables in bottles. Remarking on this, the manager said: "People buy what they see. We are avoiding the mistakes of the old-fashioned grocer who kept everything he had stored in the back."

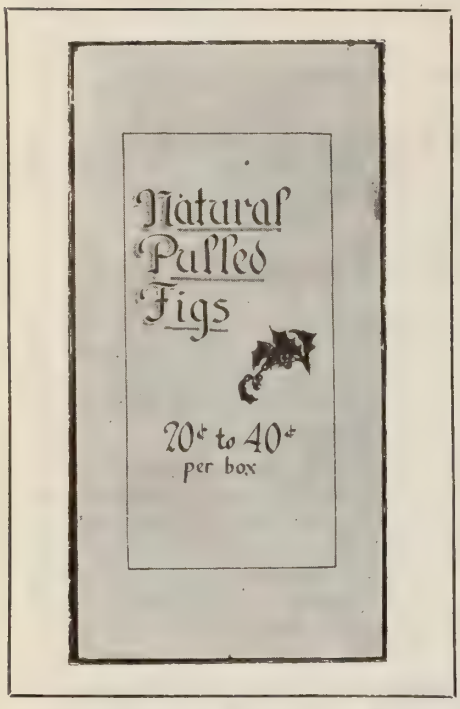
Checks Up Clerks' Sales.

Here he made an observation regarding his clerks which should interest both

(Continued on page 34.)

Show Card Suggestions for Christmas Goods

Ready-Made Card Phrases That May be Utilized at the Present Time in the Window and on the Inside Displays of Christmas Lines—A Dealer's Views on the Importance of the Display Card.



The words "Natural Pulled" suggest something above the ordinary in figs.



Suggestion for a card for new currant arrivals.

THE Christmas season presents the greatest possibilities of the year in so far as display cards are concerned. The scope of their use is widened at this time in view of the numerous lines of dainty goods that are pretty much exclusive to the Yuletide season.

No one doubts the selling importance of the show card. Its history dates far back into the past and there is undoubtedly a brighter future for it. "Every store," as a retail dealer said to the writer the other day, "should develop at least one card writer. I do not know how we would get along here without our cards as we are positive that the neatly-written cards in the window displays are half the battle in getting the passer-by into the store."

This is just one evidence of what the men who use the display cards think of their value. Some sugestions are herewith given which may save time in hunting the card phrases. Where retailers have card writers in their stores some of these cards would come in very useful between now and the big day. If there is no artist who can attend to this work, Canadian Grocer would urge that the series we announced last week be taken up by one or more members of the staff, and be prepared for next year. This series will consist of a number of articles arranged so that the student can easily follow them. Their simplicity is one of their chief virtues. This series will be begun in the course of a week or two.

SHOW-CARD SUGGESTIONS.

Natural Pulled Figs.
Finest Patras Currants.
The New Crop (For card on nuts).
Sauce for the Gobbler (For a Cranberry Card).
A Gift Cigar must be a Good Cigar.
For a Sick Friend (Basket of Fruit Card).
For a Friend in Need.
Guaranteed Fresh.
Bake the Christmas Cake Early.
The Store of Plenty.
Christmas Greetings.
A Merry Christmas.
New Valencias.
A Dainty Xmas Gift (For a Confectionery Box Display).
Order Your Christmas Turkey Now.
Christmas Tree Suggestions (For Crackers, Candy, and Novelties).
A Time-Saver (For a Plum Pudding or Mincemeat Card).
The Sanitary Store.
For the Christmas Caller (A Wine Card).
Guaranteed Pure Extracts.
A Dainty Dessert (For Fruit in-Glass Card).
Five O'Clock Delicacies (For Fancy Biscuit, Cocoa, Wines, Chocolates, Etc.)
New Fruits for the Christmas Baking.
Crisp and Appetizing (For a Biscuit Card).
The Home-made Kind (A Mincemeat Card).
Seedless Muscatels.
Extra Fancy (Bottled Peaches, or Other Fruit).
Choice September Make (For a Cheese Card).
Tasty Condiments (For Meat Sauces).
Canned Absolutely Fresh (Canned Vegetable or Fruit Card).

RISING TO THE OCCASION.

A good story comes from New York in connection with the beet industry in the United States, and how the sugar men rose to the occasion. About the time of the outbreak of war the absence of the needful supply of beet seed threatened to handicap the States in its 1914-15 beet crop. Something had to be done and that at once. Representatives of the United States beet factories determined to go over to Europe and arrange personally for the purchase and shipment of such quantities of beet seed as were necessary. Notwithstanding a slight contact with a North Sea mine, the vessel safely reached Holland.

The beet seed sellers greeted the Americans with open arms, and promptly arranged for sale of 75,000 bags of seed. The price paid the seed men was less—after expenses had been included—than that at which the American seed factories had been paying for years. Moreover, shipment was arranged for immediately, and already a good part of those 75,000 bags is in the States. It required 600 flat-cars to transport the seed from the country of production to the shipping port. Neither the Holland nor the American Government hindered in any way the purchase or shipments.

Conducting a "Cold-Weather Foods" Campaign

What Some Dealers do at This Time of Year to Get Extra Business—Value of Showing These Lines in a Show-Case or on Separate Table — Possibilities in Advertising Them in the Newspapers.

IN a retail grocery store a representative of Canadian Grocer noticed the other day a table containing an assortment of goods appropriate to the cold weather season. Not only that, but these goods were displayed so that they fairly invited the customer to pick them up and examine them closely. It was an appetising trim, and with the neatly-written display card "Foods For the Cold Weather Season," is could not fail to produce in the mind of the passer-by a desire to possess some of them at least.

And that was exactly the result it had. The dealer stated that is was remarkable the number of times during the week the table had to be replenished. "Someone comes in and after making her usual purchases, looks over the table. She picks up a bottle of this or a tin or jar of that, asks the price of it and includes it in the order—in fact, we keep that table there all the time just for the purpose of showing goods the average customer would not think of asking for if she did not see them displayed."

List of Appropriate Lines.

On this table of cold-weather lines were observed meat-extracts, tinned and package concentrated soups, cocoa, small bags of flour to act as suggestions, packages of cereals, jelly powder, a tin or two of canned vegetables, some cans of pork and beans, a small platter of rice, maple syrup in bottles, and pancake flour in packages, jars of honey, jars and packages of cream cheese, and other dainty and high-class lines.

If the dealer has no separate table or show-case and no room for one, a corner of the main counter could be utilized. In every store, as a live dealer decently remarked, there should be a scientific study made as to the use of all available space. This does not mean, as is to be found too frequently, that one store floor and the counter should be entirely covered and that boxes and barrels should be found all over the place. But it does mean that where there is room for a silent salesman or a table where goods can be attractively shown, the best use should be made of the space. The same applies to the counter. In regard to his counter trim—which, by the way, did not hinder the service of the staff—a retailer said recently: "We always devote that end of the counter to the display of some little dainty or seasonable article. By using those small glass shelves it is easy to build up an attractive little trim which suggests purity, quality and cleanliness, and every customer who comes in must see it. During the past few days we have had that trim of jars of jelly, and it is surprising the number we have sold.

"I am firmly convinced," added this man, "that the more the goods are shown in an appetising way and where they must be seen, the more will be sold, and when it comes to specialties the margin of profit is usually worth while."



Foods That Drive Away the Chill

WHEN the sun drops back to the South and the frosty, snowy weather arrives, the body requires plenty of warmth-producing and nourishing foods. Let us suggest to you a few cold weather lines that will be appreciated by husband and children coming in from the chilly out-of-doors.

MEAT EXTRACTS—After a cold drive or a long walk in the zero air something hot and at the same time tasty and nourishing puts the body into proper condition. What could be better than a cup of steaming .... per ....c.

SOUPS—In the cold weather, start the dinner with soup. Some people eat too many solids and not a sufficient quantity of liquids—soup overcomes that. Concentrated soups are highly wholesome and you will find them cheaper than making soup yourself. Per ....c.

COCOA—A cup of hot cocoa is always an acceptable treat to the afternoon visitor, and to the children coming in from the skating or sleighing party. It is a most nourishing drink, easily made when the kettle is boiling and universally recognized as a sleep-producing beverage. Per tin....c.

JELLY POWDER—There is no more easily prepared or more delicious winter dessert than Jelly made from Jelly Powder. A package makes a pint of jelly, with the addition of nothing but boiling water, a little sugar, and a pinch of salt. Sets hard in a few minutes in the cold air. Per ..c.

FLOUR—During the hot summer, and with some justification, too, the housewife curtails her baking. But now that the fire has to be kept up all the time, why not take advantage of it and do more home baking? To make the best bread and pastry you require good flour. We have every confidence in —— Flour to do the work in a most exacting manner. Per sack $.....

YOU RECEIVE PROMPT AND COURTEOUS TREATMENT AT OUR STORE.

JOHNSTON BROS.

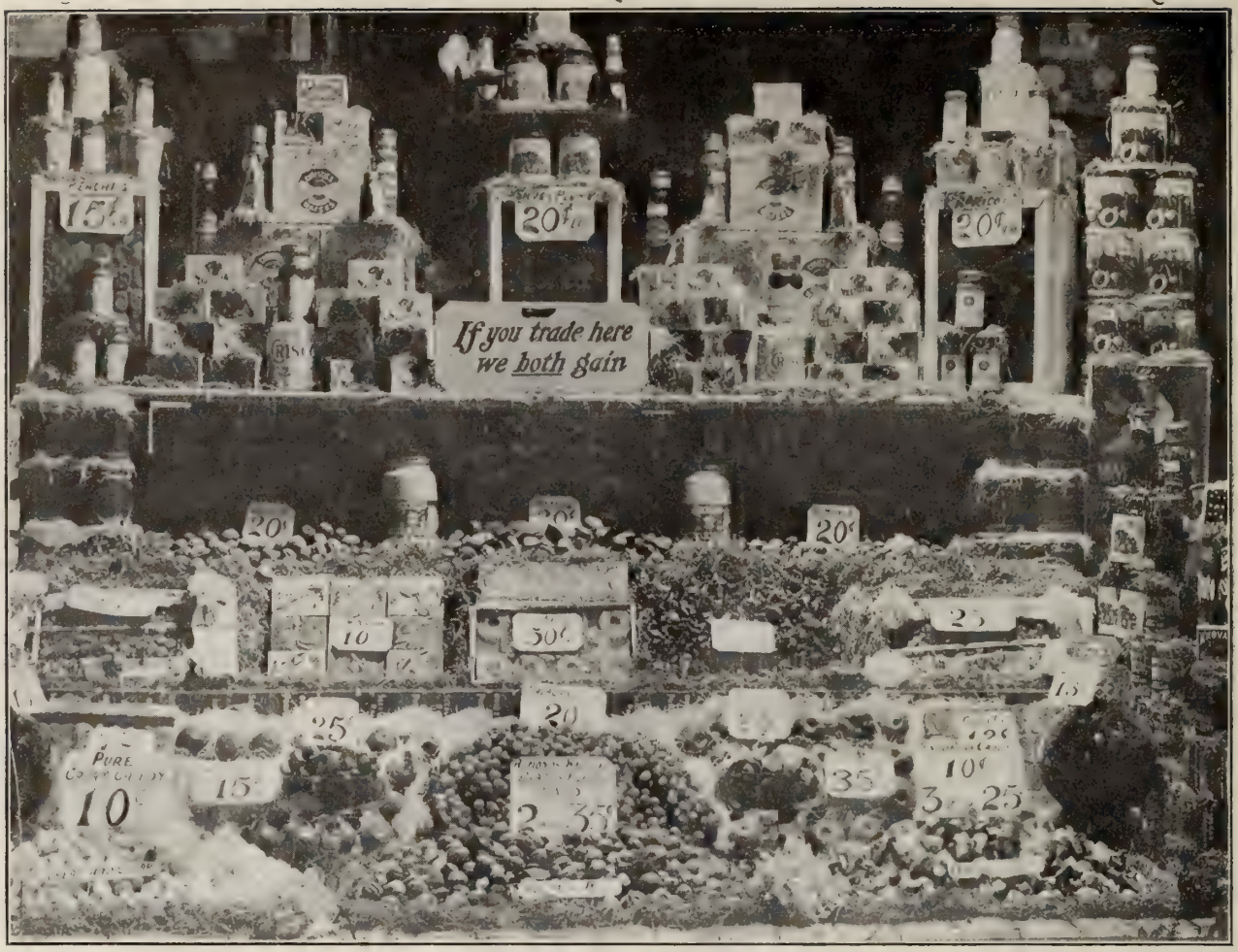
Phone 423 **43 Water St.**

Suggestion for a newspaper ad. of cold-weather foods.

The Newspaper Ad.

For the campaign on cold-weather lines, therefore, the inside display should not be overlooked. At the same time there is a great opportunity to reach out after new business through newspaper advertising. The man who uses newspaper space

(Continued on p. 35.)



Systematic arrangement of Christmas window, showing a wide variety of goods.



Another appetizing trim of Christmas goods. Both these displays were shown in small towns.

The Early Christmas Buyer Gets the First Selections

THERE is no object gained in waiting until the last week for your Christmas baking materials. First shipments are usually the best and the finest available is the only kind the housewife who prides herself on the quality of the Christmas cake, plum pudding and the pie, will use. Call in or phone at once and we guarantee to satisfy you perfectly. All goods kept clean and sanitary in our store.

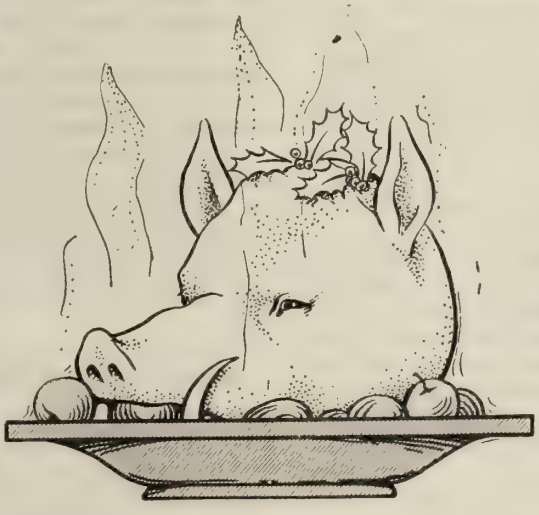
Choice Fruits and Nuts for the Cake

You know how anything stale destroys the flavor of the Christmas cake. Our dried fruits are all fresh and clean, large and meaty, as we were fortunate in securing our supplies with an early shipment from the Mediterranean and from reputable California packers. Plump Valencia and Sultana raisins, seeded in packages from California; finest Patras currants; figs from the far East; citron, lemon and orange peel; pure Vanilla and other extracts, and all kinds of spices are ready for your closest inspection.

The Xmas Pie and The Plum Pudding

There is mincemeat and mincemeat. What you desire for the pie is the choicest that can be procured. The line we carry is made by a reputable firm, scientifically made and uniformly spiced—all ready for cooking. Per pound .... and .... cents.

There is no necessity, if you have too much work to do, to make the Plum Pudding at home. We have them in various sizes, to suit everyone's table. Made with the early arrivals of dried fruits, fine nuts and choice suet and other baking materials. Per pound ....c.



The Turkey and The Cranberry Sauce

Ask us now to look after your Christmas turkey. By ordering at once you get your choice of any sized turkey you want—anywhere from 7 or 8 pounds up to 20. Our buyer is an A1 judge of fowl and you can depend on getting a good bird. Don't overlook the sage for the dressing and the cranberry for the sauce. The latter can be made just as well now as later on, and we have a barrel of fine cranberries just opened at ....cents the quart.

Dainties for the Children's Stockings

Santa Claus always had a preference for fruits, nuts, Christmas crackers and good candy. These things delight the youngsters more than anything else. Let us suggest a small, daintily colored box of table raisins—there is nothing healthier on a feast day—an orange or two, some crackers, mixed nuts, and a box of chocolates or a bag of good candy. These will make the children have a Merry Christmas indeed.

Christmas Box Suggestions

Everybody is asking himself just now the great question of the year—What shall I give? If it is your husband and he smokes, why not make it a box of good cigars? Such a gift is always appreciated by the man who likes a smoke. But the cigars must be good. We have them at $..... up to $..... the box. Send a box too to the uncle or brother at a distance.

A Christmas gift that never grows old is a box of candy. For this year we have an unusually fine selection of attractive boxes that will gladden the eyes of anyone. Ranging in price from .... cents up to $.....

REMEMBER ALL THESE GOODS ARE SELLING NOW. CALL EARLY AND MAKE YOUR SELECTIONS WHILE THE ASSORTMENT IS LARGE.

WALTON & SON, 101 JAMES STREET
PHONE 862

THE above is submitted to our readers as a suggestion for a large Christmas newspaper advertisement. This, of course, may be changed in any way to suit the locality and the goods, and prices may be inserted where we have left the blanks for them. Advertising critics are of one accord in affirming that not only should the ad. be attractive at first sight, but the items advertised should be described in an interesting, informative manner, so that they create a desire on the part of the reader to possess them. This advertisement was written with that in view.

CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED

JOHN BAYNE MACLEAN, President.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

Cable Address: Macpubco, Toronto. Atabek, London, Eng.

OFFICES:

CANADA—
Montreal—Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. Toronto—143-149 University Ave.; Telephone Main 7324. Winnipeg—34 Royal Bank Building: Phone Garry 2313.

UNITED STATES—
New York—R. H. Huestis, 115 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, 6074 Stoney Island Ave.; Phone Midway. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—
London—88 Fleet St., E.C.; Telephone Central 12900. E. J. Dodd.

Subscription: Canada, $2.00; United States, $2.50; Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

TORONTO, DECEMBER 4, 1914

Just a Year Behind Canadian Grocer.

IN the latest issue (November) of a grocery monthly publication appears a newspaper advertisement used by an Ontario grocer in December, prior to Christmas last year. In itself there is of course nothing unusual about that; but when it is understood that this same advertisement was given in Canadian Grocer in November of 1913 as a Christmas suggestion to our readers, one begins to smell the proverbial "rat."

The facts are that the suggestion in question as written by the ad-writer on this paper, was used by the Ontario merchant. He apparently considered it worthy enough to use in his newspaper space. Our contemporary clipped it from the newspaper and reproduced it—Canadian Grocer's own ad remember—in their latest issue. Referring to it editorially the monthly paper, not suspecting its origin, has some nice things to say about it, and these have naturally pleased us very much. Here is what it says:

USE PLENTY OF DESCRIPTIVE MATTER.

"———, of———, Ont., turns out some well-written ads., and the one reproduced here is no exception to the rule. An inspection of it shows an appropriate heading with a short but to the point introduction. It then goes on to feature a number of lines, considerable descriptive matter being devoted to each one. This rule of featuring fewer lines and describing each one in a manner to arouse interest, is generally productive of the best results. For instance, take the case of plum puddings. If this line was merely listed it would leave more space for other goods, but it would not interest the housewife in the manner that the descriptive matter used in this case would.

"In this case, note the footnote which reads: 'We are only able to give you a partial list in this space. Let us have a call from you at once, so we may demonstrate the cleanliness, attractiveness and high quality of all our Christmas goods.' "

This "well-written" ad which our contemporary does us the honor to commend so highly appeared word for word in Canadian Grocer on page 25 of the issue of November 28, 1913. The idea that grocers should run descriptive matter about the goods they advertise has been contended by us for years and years back. The whole circumstance only goes to show the distance this paper travels ahead in its field. In fact this is not the first time newspaper advertisements have been reproduced and commended in the columns of our contemporary, which were written by the staff of Canadian Grocer.

To still further demonstrate that these things are not altogether accidental, there is in the last issue of this monthly a window display used by a Prince Albert firm that appeared in Canadian Grocer, Nov. 1, 1912—more than two years ago. Our lead in the trade newspaper field is amply demonstrated in many ways.

Weights and Measures Inspection.

EVERY time the Department of Inland Revenue issues a statement on the inspection of Weights and Measures, there is brought to light the inconsistency of compelling merchants to pay for that inspection or any part of it. In the latest Blue Book received on the subject there is ample evidence that the present system of assessing the retail trade for the inspection of their weights and measures is unfair and unreasonable.

The total revenue collected during the year ending March 31, 1914, by Government inspectors was $113,705.30. Further figures show that during the year there were 67,184 Weights presented for inspection and out of that number 66,846 were verified and only 338 rejected, or a percentage of .503. In Measures of Capacity there were 122,869 presented for inspection, 122,819 of which were verified and only 50 rejected. Yet all retail merchants whose weights and measures were inspected had to pay the shot whether guilty of having correct appliances or not. It should too, be understood that even where incorrect weights or measures are found, the trouble is due in the great majority of cases to no wilful fault on the part of the merchant.

The matter of scale and measure inspection is for the good of the people as a whole, and the cost should be entirely borne by the Government as the representatives of the people. Why should the Government bear the cost of health inspection and not

the inspection of weights and measures? Both are for the protection of the public. Yet the retailers for no benefits whatever—judging from the number of scales and measures found correct—had to pay during the last fiscal year no less than $113,705.30. That is most unfair, and the Government has no argument to meet the accusation.

British Embargo on Tea.

THE trade was much interested in the announcement made by the British Government recently prohibiting the exportation of tea to all continental ports except those of the Allies, and of Spain and Portugal.

This prohibition was due to indications that Germany was receiving large supplies of tea through Holland. Reports had been current for some weeks that the biggest buyers in auction in London were Dutch merchants, and as Holland consumes comparatively little tea, and imports nearly all she does use direct from her own colony of Java, suspicions were gradually aroused as to the ultimate destination of these teas.

The reason action was not taken sooner was because the British Government, knowing that Germany, under normal conditions, uses so little tea (coffee and light beer being their national drinks), could not quite understand why they should want to import enormous quantities just now. Therefore for a time they persuaded themselves that these shipments might, after all, be for use in Holland. However, as week followed week, and the exports continued to grow rather than decrease, it was at last decided that Germany was the only country to which these large shipments of tea could be going; the presumption being that as the people themselves do not drink it extensively, the Government was using it for the troops.

A very interesting article by Dr. Woods Hutchison in the "Saturday Evening Post" of November 7th discussed the value of tea as a drink for armies in the field, maintaining that it was immeasurably better for them than beer, wine, whiskey, or any form of alcohol, and it, together with coffee, had almost entirely supplanted those in army rations. He pointed out that one of the great benefits of the use of tea and coffee was that they necessarily were made with boiling water, the very action of which destroyed cholera and typhoid germs.

The supposition is that the German General Staff, being fully conversant with the above in theory, are trying the practical effect of it by supplying their troops with tea.

Keeping the Trade at Home.

NO better time could present itself than the present for the conducting of a Loyalty or Shop-at-Home campaign. The people seem to be in the mood for it. If, as we all know, there are thousands of dollars sent out of certain communities annually to help enrich mail order houses in the distant cities, those communities are that much poorer, —and this is not conducive to the general good of the country.

The first essential in being loyal to one's country, is to be loyal to our next door neighbor. By helping him we help the country maintain its stability. If this principle is carried out, it will cover a multitude of sins. This is a matter that should be taken up and considered by the people all over our country. The Retail Merchants' Associations should unite with Farmers' Institutes, Farmers' Clubs, Women's Institutes and local papers to work out the best solution of this important problem for the benefit of the people in general. On account of the war, conditions in our country are on the verge of a great change and if wisely directed the machinery of our industrial activities will run more smoothly and more to the advantage of all the people.

A better understanding of trade methods and trade possibilities, both by the merchants and their customers will establish that confidence which is necessary to carry on trade and commerce in the best interests of the people. Misconceptions and wrong impressions which cause nearly all the friction and discord between buyer and seller will disappear when the facts are understood, and this can be brought about in a large measure by a fair criticism of the interests of both sides. Union meetings of the merchants and the various institutions which are for the purpose of improving local conditions, should take place in every town this winter. To stir up the desired interest in the community—possibly a speaker from outside who is well posted might be secured and perhaps in connection with it some attractive entertainment might be given.

Canadian Grocer would like to see a strong loyalty movement in this direction and would be pleased to give assistance if possible. Correspondence on this subject is invited.

A Peculiar Onion Incident.

ONE of the many curious developments which have been noted in connection with market and price conditions since the opening of the war, is the present position of Spanish onions. Just how unusual the situation is, and how far dealers have been amiss in gauging the future, may be judged from the fact that to-day onions which have recently been imported are being shipped back to England.

The price on the Toronto market was advanced last and this week to around $4, and in Montreal there was also an advance.

The fact that to-day the price in London is sufficient to pay transportation two ways and give an additional profit gives an idea of the way the market has acted recently. Purchases are made by private parties but it is considered that they are probably intended for the war department and that the advances indicate the heavy consumption of onions by the men on the fighting line.

Editorial Notes

THE FACT THAT Spanish onions which reach us via England are being reshipped back there might be said to be one strong indication of which way the wind is blowing in so far as prices are concerned. From $3 and $3.25 per crate they are now up to $4.

* * *

CREATING AN egg combine in order to criticize it, is the old story of setting up a man of straw to have the privilege or the pleasure of knocking him down again.

How Other Grocers Do Things



Collective Advertising

The Grocers' Section, Toronto Branch, Retail Merchants' Association, are going ahead with their plans to advertise collectively in a local daily paper. It will be remembered that in Canadian Grocer of a few weeks ago the proposition as initially promulgated was gone into. Since then the plans have been worked out, and at a meeting of those interested in the project on Tuesday evening last the matter was definitely decided upon.

The privilege of joining the movement is, of course, open to members of the Grocers' Section only. It is the expectation that if not for the first advertisement, for the second some 25 or more will be induced to come in, as this number would bring the cost down to a figure that could easily be borne by each. They will be known as the Associated Grocery Advertisers, which designation will appear in each of the ads. After a general introduction pointing out the advantages in service and choice in dealing at the local stores instead of going down town, a common list of grocery items will be presented with prices. The idea is to advertise once a week in the Thursday paper, and the goods and prices to be advertised will be decided upon at a joint meeting early in the week. The copy is being prepared by an expert advertising man, so that the best attention will be secured for it. Following the goods and their prices, a list of the grocers, their addresses and telephone numbers will be given. It may be that later on a trade mark will be prepared by which to designate all the stores in the agreement.

A committee of those interested has been formed, with W. J. Parks as chairman; E. L. Cleverly, secretary, and F. C. Higgins, treasurer. At time of writing it was expected the first advertisement would appear on Thursday of this week

* * *

Town Women Conducted Sale.

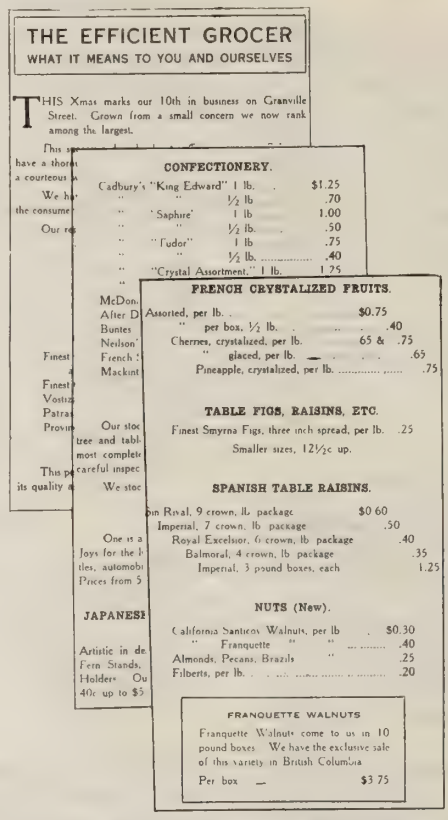
C. F. Becker, general merchant of Wilcox, Sask., held a Patriotic Sale day recently from the proceeds of which 10 per cent. was donated to the Red Cross fund.

Previous to the opening of the sale the stock was carefully arranged and ticketed so it could be easily handled and no mistakes made by those who were behind the counters. The sale was conducted by the ladies of the town who took charge for the day. At the rear of the shop a room was nicely fitted up for an orchestra which enlivened the proceedings with selections of suitable music.

* * *

A Christmas Goods Booklet

Prior to Christmas last year T. F. McDowell, a grocer on Granville Street, Vancouver, B.C., issued an attractive booklet listing various lines of Christmas goods he had for sale with their prices. Many of these goods were of the high-class character which all grocers do not stock, and this was one of the reasons why Mr. McDowell was anxious to tell his customers and others of them. The accompanying illustration shows parts of three pages from the booklet, which give an indication how it was arranged. The booklet was of yellow paper, and printed with a light green ink.



THE EFFICIENT GROCER

WHAT IT MEANS TO YOU AND OURSELVES

THIS Xmas marks our 10th in business on Granville Street. Grown from a small concern we now rank among the largest.

CONFECTIONERY.

Cadbury's "King Edward"	1 lb.	$1.25
"	½ lb	.70
" "Saphire"	1 lb	1.00
"	½ lb.	.50
" "Tudor"	1 lb	.75
"	½ lb.	.40
" "Crystal Assortment."	1 lb.	1.25

FRENCH CRYSTALIZED FRUITS.

Assorted, per lb.	$0.75
" per box, ½ lb.	.40
Cherries, crystalized, per lb.	65 & .75
" glaced, per lb.	.65
Pineapple, crystalized, per lb.	.75

TABLE FIGS, RAISINS, ETC.

Finest Smyrna Figs, three inch spread, per lb. .25

Smaller sizes, 12½c up.

SPANISH TABLE RAISINS.

Royal, 9 crown, lb. package	$0 60
Imperial, 7 crown, lb package	.50
Royal Excelsor, 6 crown, lb package	.40
Balmoral, 4 crown, lb package	.35
Imperial, 3 pound boxes, each	1.25

NUTS (New).

California Santicoy Walnuts, per lb	$0.30
" Franquette " "	.40
Almonds, Pecans, Brazils "	.25
Filberts, per lb.	.20

FRANQUETTE WALNUTS

Franquette Walnuts come to us in 10 pound boxes. We have the exclusive sale of this variety in British Columbia

Per box — $3.75

Three pages of a Christmas booklet issued by a Vancouver, B.C., grocer.

* * *

Commercial Rally Planned

While business has continued brisk and steady through the Maritime Provinces since the outbreak of the war, dealers are not intending to take any chance on seeing it drop below the standard. For this reason they have planned a big commercial rally to be held in Amherst, December 17, at which Sir R. L. Borden will be a speaker. This is the result of a suggestion made at a large gathering of representative business men in Amherst this week, at which a strong resolution was passed "favoring the holding of a big meeting of the industrial and commercial interests of the Maritime Provinces on December 17 to discuss and formulate methods to advance the general interests of the whole population of these provinces. A strong executive committee was appointed to act in the matter, composed of George Henderson, Halifax; A. H. Wetmore, St. John; E. T. Higgs and Bruce Stewart, Charlottetown; J. O. Read, Summerside; J. P. McNaughton, Sydney; H. G. Grant, New Glasgow; C. W. Montgomery, Truro; C. T. Douglas, P. C. Black, E. N. Rhodes, M.P.; J. A. McDonald, D. A. Morrison, A. G. Robb, and J. H. Douglas, of Amherst.

COFFEE SAMPLES ANALYZED.

Forty-nine out of 255 samples of coffee collected in Canada and examined by the chief analyst of the Inland Revenue Department at Ottawa, have been found adulterated, according to a report just issued. The foreign matter found consisted for the most part of chicory. In defence a number of vendors claimed that many users of coffee preferred to have a small amount of chicory in that beverage, and have been known to complain of the unsatisfactory character of the article when it did not contain chicory.

In some samples there were roasted cereals. In four cases the adulteration was as high as 40 per cent., and in one case it was 50 per cent.

Advent a Good Season for Selling Canned Fish

Salmon, Kippered Herring and Sardines among the Popular Lines—Sanitary Conditions Surrounding Canning of Salmon—The Different Varieties Marketed — Importance of Canadian Fisheries.

ADVENT is a canned fish season. It is therefore a time to display and push this line for all it is worth. Canned salmon, kippered herring, sardines, etc., are recognized foods of merit and with the selling power of the store staff behind them, there is good reason to expect substantial sales.

Canned salmon has long been a staple food. The fact that European countries are large buyers of the British Columbia pack demonstrates its popularity and value. The nutritutive qualities of the fish are preserved in the canning, which is done in a most sanitary and modern manner.

Salmon fishing and canning is one of the important industries on the Pacific Coast. The rivers on the Pacific coast are visited during a portion of each year by five different varieties of salmon. These come in such numbers as to make marketing them in a round state, as they are caught, out of the question. Hence they are canned, and in this form they will keep in perfect condition for an unlimited time and may be had all over the country. The fish are delivered at the canneries fresh and firm from the cold waters, and by the use of labor-saving machines they are handled rapidly and in great numbers.



Fishing Scene, Showing Fleet in Departure B ay, British Columbia.

Under Government Inspection.

The canneries are all operated under Government inspection to assure perfect cleanliness in all the operations. It is on account of the large numbers in which these fish are handled that the canned article can be sold as cheaply as it is. It is an economical food at its price, considering its excellent food qualities. The five varieties are:

The Sockeye,
The Spring, Quinnat or King Salmon,
The Coho, or Silver Salmon,
The Humpback, or Pink Salmon,
The Dog-Salmon, or Chum.

Of these the most valuable variety is the Sockeye. Its flesh is red and it is rich in oil. As is was practically the only variety canned in Canada for some years, many people have gained the impression that unless canned salmon is red in color, it is not really salmon. The other four varieties, which are not so highly colored, are all excellent in quality and flavor. As their genuine excellence becomes better known, the demand for them will be sure to rapidly expand.

The Spring Salmon, the largest variety, is generally red in color and of excellent flavor. The Coho is reddish in color, but is paler than either of the others. It is also of excellent flavor. The Humpback, or Pink Salmon, is still paler in color and the flesh is somewhat softer. The Dog-Salmon, or Chum, is quite pale in color and is soft when canned. Its flavor is not as good as that of the others.

Cheap, Nourishing Food.

The cheapest food is that which supplies digestible nutriment at the lowest cost. Keeping this in view, canned salmon is a very cheap food. The same quantity of nutriment as is contained in a can of salmon, if purchased in the way of eggs, sirloin steak or mutton, at the prices usually obtaining for each of these articles, would cost from twice to about two and one-quarter times as much.

The Bayonet As a Can Opener.

Canned salmon has two opposite qualities of merit. It may be used where a plain dish is desired, without preparation, for the fish is so thoroughly and scientifically cooked and sterilized during the process of canning that it is ready for use when opened. This makes it especially valuable for army use, as each soldier can be supplied with the required number of cans to be carried in his kit, and when meal time arrives the can may be opened in a few moments with a bayonet (a trick which all old campaigners have acquired) and the fish removed and eaten, either alone or with any other food at hand. If it is desired to warm it, the can should be placed in a pot of boiling water and allowed to remain there for fifteen minutes; this will thoroughly heat the contents. On the other hand, it affords an ample field and opportunity for the ability and genius of the experienced cook.

Value of Our Fisheries.

The total value of all kinds of fish and fish products taken by Canadian fishermen is now nearly $35,000,000 annually. Of this amount over $30.000,000 worth are contributed by the sea fisheries. Over 90,000 people are engaged in the industry, almost 66,000 of whom are actual fishermen.

EVAPORATED APPLE ANALYSIS.

Out of 184 samples of evaporated apples analyzed by chemists of our Inland Revenue Department, 147 were pronounced satisfactory as containing not more than 27 per cent. water and being fairly sound and clean. Nineteen of the samples were unsatisfactory as they contained more than the legal limit of water and 11 others were condemned for other reasons. Seven samples were pronounced doubtful because they did not meet the requirements for soundness or cleanliness. There is a movement now on foot to reduce the percentage of moisture that is now permitted, namely from 27 per cent. to 25 per cent. Chief Analyst A. McGill is of the opinion that a maximum of 20 per cent. should be the regulation.

The Clerks' Page

STORE CLEANLINESS.

The success of the average grocery store to-day is bound up in the cleanliness of it. And the success of the grocery clerk is part and parcel of the success of his employer. With two things in mind, the following suggestions propounded by a Chicago man for the promotion of store cleanliness are recommended to every clerk—some of them, of course, belong to the sphere of the merchant only, but all are interesting:—

1. More frequent, thorough and comprehensive inspection, paying particular attention to the under side of things.

2. Equally thorough and painstaking instruction as to how to make the store sanitary.

3. Information (where such is needed) that sanitary fixtures are in the reach of all grocers.

4. Persistent publicity, bringing strong pressure on wilful offenders, and further publicity as to the rights of consumers in demanding cleanliness and sanitation.

5. Getting place on the programme of meetings of local, State and national organizations of retail and wholesale grocers, and preaching cleanliness of stores, protection of goods and sanitation.

6. The adoption and promulgation of the State Health Department's "Requirements for Grocers" as follows:

1. Screening against flies.

2. Condition of basement or other storeroom as regards dampness and opportunities for contamination of goods.

3. Protection of dry bulk foodstuffs from dust, flies, rats, mice and dirty hands.

4. Cleanliness of walls, floors, utensils and refrigerators .

5. Exclusion of dogs and cats.

6. Better protection for goods now stored in stationary bins under the back shelving or counters or unprotected under the counter.

7. Toilet facilities.

8. Protection from flies and dirt of fresh fruit and vegetables, figs, dates, honey and other articles to be eaten without cooking.

9. Discourage spitting on the floor."

THE LAST FLY OF SUMMER.

'Tis the last fly of summer, left crawling alone,
All his filthy companions are frozen and gone;
All feebly he drags himself into the sun,
For he knows that the days of his glory are done.

I'll not leave thee, thou lone one, to crawl on the screen,
I'll kill thee, although thou are wrinkled and lean,
And crippled and ancient and wholly unable
To fly from the garbage pail on to the table.

Thy sins, done in summer, shall not be forgot,
Nor will I withhold the well-merited swat.
For a fly in November is still but a fly,
A hairy-legged bandit that walks in the pie.

SERMONS IN BRIEF.

Punctuality is the soul of business.

* * *

Weigh well your words of criticism.

* * *

The slot machine never gets promoted.

* * *

To-day's egg is better than to-morrow's hen.

* * *

Being a good talker includes knowing when to stop.

* * *

A man's deeds attract more attention than his creeds.

* * *

What is every man's business is no man's business.

* * *

Those who play with edged tools must expect to cut themselves.

* * *

The bright attractive window is an invitation to the customer.

THE ENCYCLOPEDIA

BROOM CORN.

Broom corn is a plant of the same variety as Kaffir corn and sorghum, native to the East Indies, but now cultivated in the United States and Europe. It is said that the American industry is due to Benjamin Franklin, who picked one seed from a whisk brought to Philadelphia by a woman and planted it. It differs from other plants of the same species in having seed heads with longer, straighter and stronger branches or straw. The standard plant gives the large heads used for carpet brooms, etc., and the dwarf those made into whisks, etc.

Brooms are made of broom corn, the seeds being combed out by machinery. The handles vary from the cheapest to the most expensive woods. For their quality, brooms depend not only upon their material, but upon the way they are put together. They should be securely fastened and wrapped with from two to six ties of twine or wire—the more the better. The corn should be clean, tough, and regular in appearance. A broom authority states that to clean brooms, dip them in hot soap and suds—it can be done on wash days. The life and flexibility of the broom will be improved and the carpets will be cleaner.

TO ELIMINATE DELAYS.

Some of the Canadian banks, in order to overcome the vexatious delays customers are put to in getting their pass books written up, are adopting new methods. In announcing the change the Dominion Bank, Toronto, says:—"The pass book will be used simply as an acknowledgment of deposits and other credits, and these will be the only entries therein. Each month the customer will receive a complete typewritten statement of the account, showing every entry—debit and credit—together with vouchers for all debits. These statements will be compiled on adding machines and will be clear, permanent records of each month's business, in a form convenient for filing." This system began with December 1.

After the War*

SOME twenty years ago two young men started out from Toronto for the City of Winnipeg to establish a business. They had little money, but plenty of experience and determination. They started, and by practically living on their machines, they managed to exist for a couple of years. One morning they wakened to find themselves flooded with orders, and the business was given an unexpected and lasting stimulus. The cause of this sudden change was the burning down of the plant of the large corporation in Toronto who controlled and dominated their particular line, so the West found them the only workshop it could use, and from that impetus they exist and flourish to-day. From this homely and nearby experience we may glean, or even attempt to prophesy what will happen in the world of commerce when the swords now flashing in Europe and Asia shall be sheathed, and the trade winds blow once more. To the south of us is the only fully manned workshop in the world, with inherent resources greater than any of the warring nations. The shrewd Yankee, from whose clear brain sprang so much that is potential in the world of trade, is fully alive to the situation and is prepared to dominate it. Already his factories are beginning to hum with orders from all of the warring tribes. He sees a chance to gain a favorable balance of trade, to do such an export business that soon he shall be able to buy back all the American securities held in Europe, and instead of being a borrowing nation become a lending one.

I know this a gigantic task, but the times are ripe for it. Europe is going back: America is going forward. In iron and steel the American production is equal to that of Germany and Great Britain combined, and the growth continues. Now America is getting the huge export business which Germany and Belgium had in their lives, and being paid domestic prices. The longer the war lasts the more business will come to her and once established she cannot be entirely eliminated.

Germany and Belgium divided between them the export trade in sheet zinc and slab zinc: now the mills in the States have all this business at prices beyond the dreams of avarice: from the domestic market, they have, at one bound, sprang into the World market; at least, it has been forced upon them.

Our common window glass all came from Belgium five months ago: Uncle Sam supplies it now.

But all this, you say, is during the war, not after it; true, but we thought it advisable to show the tremendous lead the States has in the race for commercial supremacy.

After the war, what will happen?

An interesting study in economics here presents itself. The end of business is profit, and profit is based on costs. The altruistic theory of business, of course, is the division of labor, but we are not concerned with that here.

Now, in the United States at the present time wages are uniformly higher than in European countries, because living is dearer, and the average necessities are greater. To offset this, natural resources are greater, with consequent low prices in raw material. Therefore, we may deduce from this that the longer the war lasts greater burdens will be imposed on the combatants, with the result that European costs will more and more become on a parity with American, and it is conceivable that they will exceed them, in which case, your Uncle Sam will be on the ground floor, so to speak.

The manager of one of our leading banks said to me when talking about conditions brought about by the war, that Europe will be put back fifty years. We cannot think that the United States will be put back; quite the reverse.

As far as Great Britain is concerned, we assume that the Allies will be victorious, then with her mercantile fleet intact, she will still remain the great shipping power, but clearly she must make good every dollar that has gone up in smoke, no inconsiderable burden. The tight little islands might take a leaf out of Germany's book, and hasten to consolidate their industries; most of them are too individualistic. This is possibly not clear, but an example will show what I mean. Let us take a small industry in Sheffield making a full range of their line, and employing some two hundred men. They are competing with ten other firms of the same size. Now by combining all into one, enormous economies could be effected without the slightest loss either to employers or employees.

That is the German system. Repugnant, you say, these German syndicates (in America, Yankee trusts), let us have British freedom and competition. Very well, worship your fetish, but business is the science of costs. And what of "O, Canada," that land of great undeveloped resources, ever since prospectuses were issued. The war has furnished a peg on which to hang the hat of tribulation. This is a land where we began from the top downwards, instead of from the ground up. We start with the stock certificate instead of the ploughshare. We shout back to the land, and then watch to see if there is anybody foolish enough to start back, so that we can relieve him of any loose change on the way. We have borrowed, not too wisely, but too well, and the war has served us a double purpose—the dark one to conceal our weakness, the bright one to increase the value of our natural products, and put us in a better position to pay our debts.

To put the situation in a nutshell, we are in the position of a company which has increased its capital and plant, and lessened its production, and we do not need a political or cost expert to tell us whither we are drifting.

The banquet from which we have just arisen was indeed splendid, the viands of the best, the wines excellent, we were well dressed, had a cheerful effrontery, but withal, company manners. To-morrow morning early we must start down the road we had almost forgotten with the dinner pail in our hands.

*The above address was delivered at a banquet last week by a Toronto business man who is closely allied with the retail trade and is well-known throughout Canada.—Editor.

DON'T

Don't buy too heavily.

Don't neglect collections.

Don't ignore notes, drafts or letters.

Don't fail to insure your stock and buildings.

Don't talk blue ruin; our country is all right.

A message of reassurance and encouragement to the retailer is the folder which has been issued by the Canadian Credit Mens' Association. The slogan which has been adopted by the association is

PRODUCE SOMETHING,

and with it this article of faith "The true patriot in 1915 will be the citizen who causes two blades of grass to grow where there was only one before," and this is supported by Service's verse "The Quitter."

STATEMENT OF POLICY.

Following is a statement of policy on the part of the association as printed in the booklet and which is an inspiration to business men:—

"During the past two years the commercial atmosphere has been cleared and we were never in a better position to take advantage of our great possibilities.

"Our farmers owe less money.

"Our retail merchants owe less money.

"Our wholesalers owe less money.

"Retail stocks of merchandise or hardware never less.

"We have now the opportunity of demonstrating to the world that this country is the granary of the Empire.

"Present profitable prices for live stock and all farm products will be maintained and extended into next year's crop.

"This country will be called upon to supply very largely increased amount of farm produce.

"Help to meet this demand and build up the prosperity of the country by urging every producer with whom you come in contact to properly prepare a larger acreage this fall, as well as next spring, and to equip himself in every way to grapple with the enormous demand that must, of necessity, arise as the outcome of the present European struggle.

"If the lesson of the past two years has been learned, whereby the wholesaler and the retailer have been taught to show greater caution and conservatism in the extension of credits, then the experience has not been in vain.

"If each individual has been taught to concentrate his efforts on his own particular occupation, laying aside outside speculation in real estate, stocks, etc., then our recent, as well as present experience are of inestimable value and our credit standing considerably improved.

"There never was a time when the co-operation of the retailer and wholesaler was more necessary for the advance of the general welfare of the country than at present and implicit confidence on the part of both will do much towards this end."

FREE ACCESS TO SHELVES.

(Continued from page 23.)

grocers and clerks who read this paper. He said: "I get the people into this store by means of advertising, then I rely on the clerk to get after them, and sell them something that is profitable. At night I look at each clerk's check book to see what he has been selling. It is obvious we cannot continue to employ clerks who only sell goods that are advertised in the newspapers."

Cleanliness is an outstanding feature of the department. The mosaic floor is washed every night, while the white enamelled woodwork is easily cleaned with a damp cloth. White paint would be more difficult to clean. To avoid scratching the enamel at the back of the counter, marble has been used at this point.

SARDINE SITUATION IN EUROPE.

European accounts indicate some interesting developments in the sardine business which will be of interest to the grocery trade. In Portugal it is affirmed that already 80 per cent. of the factories have been compelled to close, and, it is hinted, probably for ever. "The reason for this," the report states, "is the poor catch during the last years. The increase in price in crude products has caused big losses in operation and the war has further made those things as necessary for the manufacture, as oil, zinc and tin, more expensive, so that the factories have found it necessary to close. Even strong factories have come to the conclusion that they ought to close instead of continuing under the present difficult conditions. The same thing applies in the case of the Spanish and French sardine industries."

On account of the above information which has reached Norway, Mr. Gromestad, manufacturer and president of the Association of Norwegian Canned Goods Manufacturers, attributes considerable weight to it. He said that the war and the restriction of operations in the south had already had a stimulating effect on the Norwegian sardine industry. "There has been a gradual increasing demand," he said, "for export to the States, South America and Australia, so that the stocks of Norwegian factories are now nearly exhausted. There have, however, also with us been poorer fish catches and small supplies of crude material, and this decrease has the effect that the stronger demand will cause difficulties. All the factories are, however, so far working under normal conditions. The large Portuguese sardine industry has until now been our most dangerous competitor, especially on the South American market. The considerably limited operations down there will now, of course, strengthen the sale of Norwegian goods."

Retailers Exempt from the Act

They Can Still Grind Coffee and Slice Meat Without Coming Under the Scope of the New Workmen's Compensation Act—Good Work of the Retail Merchants' Association.

TORONTO, Dec. 3.—(Special)—The Retail Merchants' Association, Ontario Branch, have won a signal victory in the matter of the exclusion of retail interests from the operation of the Workmen's Compensation Act of this province, which is being placed in operation by the commission appointed to undertake this work. Of course, when the Act was in its construction stage the Retail Merchants' Association secured the elimination of the retail interests in a general way. But when the commission began to put the act into operation, it looked as if the retailer who did any variety of manufacturing on his premises would come within the scope of the terms. For instance, it was probable that a merchant who ground coffee, who made meat sausage, or a tailor who made clothes, etc., would come within the act.

At this stage a strong deputation of retail merchants waited on Hon. Mr. Lucas, the Provincial Treasurer, and the commission, and presented the retailers' views. They asked for the complete elimination of the retail trade, and their requests have been entirely granted. Other changes have, too, been made.

The new regulations represent changes in the Act since it passed the Legislature last March, and having been ratified by the Ontario Cabinet, make the Act a little narrower in its scope. The object of the board in weeding out certain industries from the operation of the Act, and which was urged by the Retail Merchants' Association, is to clear up certain points of possible dispute and leave less room for doubt when it comes down to actual instances of injury.

Chief among the occupations now declared exempt from the operation of the Act are wholesale and retail mercantile businesses, hotel keeping and restaurant keeping, public garages, livery stables, auction and sales stables, also making or repairing of men's and women's clothing, whitewear, shirts, collars, corsets, hats, caps, furs, or robes carried on as part of an exclusively retail business. In these occupations it is considered there is no substantial hazard.

It is also made clear that such operations as coffee grinding, meat cutting, drug manufacturing, boot and shoe making and repairing, watch, clock, and jewelry making and repairing, harness making and repairing, etc., when carried on as part of and for the purpose of an exclusively retail business are not to be considered under the Act.

Two other regulations deal with exclusions where less than six men are usually employed. Under this heading are included manufacture of cheese or butter, operation of creameries or dairies, construction or operation of telephone lines, power laundries, dyeing and cleaning establishments, mining, except in the case of producing mines where the workmen are in the employ of the owner, operation of threshing machines, etc.

Machine shops, repair shops, tinsmith shops, blacksmith shops, upholstering, etc., when not incidental to an industry under the Act, are excluded unless at least four men are usually employed therein.

PROPOSED FISH MEN'S ASSOCIATION.

Montreal, Dec. 3—(Special).—For many years it has been felt by the fish trade of Canada that the industry should be put on a more efficient basis, not only from a financial point of view, but from the viewpoints of producer, distributor and consumer. With fisheries more prolific and varied than anywhere else in the world, the idea was conceived that an association should be formed to look after its exploitation, not only from the viewpoint of the tradesman, but from a wider aspect.

Such an association was suggested at various times, but an agreement could never be arrived at as to the line along which it should be formed. A preliminary meeting was held on November 14, in the Coronna Hotel, Montreal, at which there was a fair attendance of men directly connected with the fish trade, all the big wholesale houses of Montreal were represented. The chair was taken by D. J. Byrne, of Leonard Bros.

The suggestion was made that the association be divided into three sections, one to take care of production, another to look after distribution, and the third to handle the consumption. The first section would interest itself chiefly in finding out where fish could be got, and see that it was packed right, with proper inspection. There was also the matter of preservation of fish in lakes and rivers, and prevention of anything, like the pollution of rivers, that would destroy the fish.

Those connected with the distribution end of the business would interest themselves in railway and other facilities at points where fish was secured. Thirdly, those looking after consumption would look after the advertising of fish, see that stores were kept in good condition, and would also run a campaign to show the public the benefits of a fish diet.

The statement was made that the meat supply in Canada is becoming smaller every year, the land being occupied for the production of grain where formerly it was used for cattle. Search is being made for a food with as much protein as beef, and the fish men's claim is that the people must be prepared to realize the value of fish as a food. As yet little is known comparatively of its food value, and few have any idea of the wealth the rivers and seas contain in the form of fish. With good regulation, there would be no depletion, specially in the lakes and rivers.



CONDUCTING A "COLD-WEATHER FOODS" CAMPAIGN.

(Continued from page 25.)

regularly could not be better advised than to run an ad or two on cold-weather foods during December, January and February. Canadian Grocer has herewith submitted a suggestion for a newspaper ad which readers are at liberty to use as they may see fit, making the necessary changes to suit the locality.

One other point ought to be borne in mind just now, and that is that a cold-weather-food campaign is travelling along the lines of least resistance. It is easier to get business for a heat-producing food, such as a meat extract to-day, than to sell ice cream cones. The time is opportune for pushing these goods and it is not difficult to convince the customer or the probable one that they are pretty nearly necessities if the body is to successfully withstand the rigours of winter. A systematic campaign using the newspaper, the show cases, the counter and the window is bound to produce results.

Current News

Quebec and Maritime Provinces.

O. Tellier, grocer, Hull, Que., died last week.

Lalonde & Pelletier have registered in Montreal as grocers and butchers.

F. D. MacMann, general merchant, Newcastle Creek, N.B., has sold to Cole & Welton.

The Mountain View Grocery and Market, Outremont, Que., has registered under name of Alphonse Gaulin.

H. W. Wentzell, of Wentzells', Limited, Halifax, N.S., with Mrs. Wentzell, was a recent visitor in New York.

The Quebec Preserving Co., manufacturers and wholesale grocers, Quebec, P.Q., sustained a fire loss recently.

A. H. Lacasse, a representative in Quebec City of Whitehead & Turner, wholesale grocers, has opened a retail store there. Mr. Lacasse has been connected with groceries for the past 25 years, both in a retail and wholesale way.

Ontario.

A. MacDonald has opened a grocery store at Ellesmere, Ont.

T. W. Blackburn, grocer, Chatham, Ont., has sold to Miss R. Dunlop.

Johnson & Co. have opened a fish and poultry business at 632 Yonge Street, Toronto.

The stock of Edward Macauley, grocer, Toronto, has been sold to Philip Saigeon.

Washington Kester, of Kester & Son, general merchants, Thamesford, Ont., died recently.

Thos. Dunnigan, grocer and crockery merchant, Warkworth, Ont., is retiring from business.

The Commercial Travelers' Association of Peterborough, Ont., entertained their members and wives at a euchre party last week in their club rooms. This was the first of a series of social functions that will be held during the winter.

Justice Middleton, Toronto, dismissed an action brought by Clyde Milligan, a boy of 15, against his employer, F. C. Thorne, grocer, and W. T. Squier, livery stable owner. The lad, who in breach of the city by-law which prohibits wagons being driven by boys under sixteen years of age, had driven a horse provided by Squier for Mr. Thorne's delivery rig, sued for $5,000 damages for alleged personal injuries. He drove the horse down Huron Street on May 8, 1913, and the horse ran away. It collided with a wagon on College Street and was killed.

W. J. Raymond, the Eastern manager for the Litster Pure Food Co., Toronto, died in that city last week. He was seized with an acute attack of heart failure in St. John, N.B., where he was residing, and endeavored to reach his old home in Meaford, Ont., before the end came. However, he only got as far as Toronto, where he died.

The Ottawa Retail Grocers' Association are on the trail of the peddler. At their last meeting the matter was gone into and a strong effort will be made to have a license placed upon the fruit and vegetable peddlers of the city. It was pointed out by Alex. Phillips that all peddlers, except those who sell fruit and vegetables, are now licensed.

Twelve thousand members of the Commercial Travelers' Association of Canada have received ballot papers to vote for the various offices of the association. For first vice-president there is a battle between Alexander Cook, of Greenshields, and George Moore, of John Macdonald & Co. Two Fieldings—Edward and W. M.—are fighting it out for the treasureship. A report will be submitted at the annual meeting on the mortuary benefit proposed two years ago, but the most interest is centred upon the steps that will be taken for giving assistance for patriotic purposes.

At the annual nomination meeting of the Commercial Travelers' Mutual Benefit Society of Western Ontario, the following officers for 1915 were elected by acclamation, and will constitute the board of management for the year: President, M. S. Cater; first vice-president, J. J. Dyer; second vice-president, W. J. Craig; treasurer, J. T. Green. The directors elected were as follows: J. G. Wilson, A. E. Ferte, A. J. Smith, J. H. Grierson, W. H. Harding, C. W. Nicholls, A. E. Cowley, W. L. Underwood, W. R. Grant, and A. W. Greenslade. The annual meeting of the society will be held at three o'clock on December 19.

Western Canada.

Cross & Laidlaw, grocers, Winnipeg, Man., have sold to Delong & May.

A. Ross, grocer, Winnipeg, has sold his Joseph Street business to R. Hamilton.

The Harrison Cash Grocery is the name of a new grocery store in Victoria, B.C., which opened for business on November 16th.

A new grocery store has been opened in Victoria, at the corner of Fort and Blanchard Streets, by C. W. Reardon and Henry Vernon. Both the proprietors were formerly with H. O. Kirkham & Co., Ltd., Victoria, B.C.

At the annual meeting of the Shellbrook (Sask.) branch of the Retail Merchants' Association, the following officers were elected for the year 1915:—President, D. R. Ford; vice-presidents, R. McIntosh, Parkside; H. Mattock, Leask; J. Lalonde, Marcelin, and Dr. Hopkins, Blaine Lake; treasurer, W. M. Little, Shellbrook; secretary, D. L. Burgess, Shellbrook.

APPLE EXPORTS SMALL.

According to reports which have been received up to the present, the exports of apples from Montreal have been quite small in proportion to previous years. This seems a matter for wonder in view of the plentiful supplies and the lower prices. The trouble appears to be that shippers are offering $1 a barrel on consignments to English markets, with returns of net proceeds of sales, and this is not proving an attractive offer in view of the uncertainty of the demand and the price on the other side. Later the market may come to a more solid basis.

Arrangements have been made for a commercial test of the recently discovered method of concentrating apple cider by freezing and centrifugal methods, and as a result one of the big cider mills in Oregon has undertaken to manufacture and test on the retail market one thousand gallons concentrated cider, which will represent five thousand gallons of ordinary apple cider with only the water removed.

New Shelled Walnuts Have Not Yet Arrived

Seamen's Dock Strike in England Responsible — Tea Supplies Getting Perilously Low—Beans Are Firmer—Rice is Lower—Retailers and Consumers Using Up Sugar Supplies.

Office of Publication, Toronto, December 3rd, 1914.

BACK in August, when it was assured that the upheaval in Europe was not going to be narrowed down to the initial belligerents, the predictions were freely made by many that the Christmas cake and plum pudding would go a-begging for the want of fruits and nuts from the Mediterranean. Canadian Grocer maintained that such would not be the case—that with few exceptions everything would be here. Here we are within three weeks of the great day and what do we find? With the exception of shelled walnuts from France, due to a strike of seamen in England, everything has arrived and pretty nearly on schedule time. The S.S. "Englishman" reached the port of Montreal the other day minus the shelled walnuts that everybody expected to see among her cargo. The next chance for them to come will be on or about December 20, and while this may be in time for dealers in the cities in Eastern Canada, it looks as if the distant retailers in the country will have to tide over the Christmas trade without new shelled walnuts. This will likely mean larger sales of almonds than would otherwise have been the case. Many retailers are supplied with some old walnuts but these will not be found in very large quantities anywhere.

Advices from Germany are to the effect that German farmers will be urged next year to plant grains rather than sugar beets. In the event of the advice of the officials being accepted generally, we shall see a much reduced quantity of sugar on the market in that country. The natural effect of such a move would be to strengthen the sugar market in so far as the world is concerned, because Germany is one of the chief factors in the setting of the price.

The tea market still occupies a prominent position on the stage. While tea can be purchased cheaper in Colombo than in London, the upset conditions due to the war and Turkey taking a hand in the fray, are making it difficult to bring forward shipments. Tea is still high in price and in so far as this country is concerned, supplies are none too plentiful. One prominent tea man went so far as to say that supplies with him were "perilously low." Considering the length of time it requires to get tea into Canada from the far East even when circumstances are favorable, it will be some time in the future before the tea situation will become clarified.

Rice has eased off in price during the past week and declines ranging from ¾ of a cent to a cent a pound in some markets are made. To the consumer buying in hundred-pound quantities this drop would be an important one, but by the pound or the quarters worth, the difference would be slight.

There seems to be no relenting to the bean and split-pea market. These commodities still hold high and farmers are reaping a great advantage on the former. The probable reasons for the strength in this market is the curtailment of Austrian supplies which had during the past few years gained a foothold in Canada, and the none too good production of the best home variety.

One would think that Her Majesty, the Hen would come down from her winter perch during the mild spell and lay us a few eggs. But she has not done so, and she would probably blush with indignation could she see some of the alleged "new-laids" that are being accredited to her by some producers. Price of strictly fresh—those that can stand up against the spotlight of the candle—are high, the price to the holder being pretty much a matter of conscience.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—
- Feed market shows strength.
- Bran sells freely for $25.
- Flour still quiet.

PRODUCE AND PROVISIONS—
- Talk of cheaper honey.
- Demand for live ducks and geese.
- Turkeys 17 to 20c for Christmas.
- Eggs up to 50c.

FISH AND OYSTERS—
- No fresh halibut.
- Plenty cod and haddock.
- Only fair supply of kippers.
- Advent business opens brisk.

FRUITS AND VEGETABLES—
- Big demand for potatoes.
- Beans up to $4.50 basket.
- Spanish onions dearer.
- California oranges up.
- Floridas and Mexicans down.
- Cheaper Baldwins.

GENERAL GROCERIES—
- Split peas hard to get.
- Shelled walnuts not here yet.
- Mixed nuts cheaper.
- Dates here 1c higher.
- New prunes strong.

ONTARIO MARKETS.

FLOUR AND CEREALS—
- Cornmeal a trifle easier.
- Mixed cars only available.
- Flour business dull.

PRODUCE AND PROVISIONS—
- Eggs go still higher.
- Easier butter in States.
- More exports in cheese.
- Poor offering in poultry.

FISH AND OYSTERS—
- Salmon snake find favor.
- Oysters have picked up.
- Exit smoked lines.
- Enter frozen fish.

FRUIT AND VEGETABLES—
- Potatoes for export?
- Grapefruit best in years.
- Domestic onions firmer.
- Apples generally firm—snows scarce.

GENERAL GROCERIES—
- Christmas nuts delayed.
- Better demand for molasses.
- Rice is very cheap.

QUEBEC MARKETS.

Montreal, December 3.—Wholesalers say that Christmas business is so far below what it usually is. They are not disappointed, because many of them anticipated this, and bought accordingly. Stocks of fruits and nuts for Christmas will apparently be cleaned out, no wholesaler running the risk of carrying big stocks. A feature of the Christmas trade is the absence of shelled walnuts from France. These were expected on the S.S. Englishman, which reached Montreal this week. Shipments must now be landed at Halifax, and it is doubtful whether retailers will be able to secure stocks for their Christmas trade. New stocks of dates and 1914 crop seedless and seeded raisins arrived this week.

The principal markets remain quiet. Flour is quiet, the trade apparently waiting for lower prices, which the millers say will not come with wheat so high. Sugar is unchanged. The tea market is slightly easier in London, with little trading being done in Montreal. New laid eggs are up to 50c dozen, but storage eggs are, if anything, cheaper.

American pork is getting scarce, and shipments will be resumed on December 15. Prices are firm. Considerable difficulty is being experienced in securing supplies of dried peas that will boil.

SUGAR.—Raws were easier in New York early in the week, but the position of refined was unchanged. Raws were selling for slightly below 3c. Montreal refiners state that they will not put their prices down while they are using the expensive raws they have bought. Business continues quiet, on a hand-to-mouth basis.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	6 75
20 lb. bags	6 85
2 and 5-lb. cartons	7 05
Yellow Sugars—	
No. 3	6 60
No. 1	6 35
Extra Ground Sugars—	
Barrels	7 15
50 lb. boxes	7 35
25 lb. boxes	7 55
Powdered Sugars—	
Barrels	6 95
50 lb. boxes	7 15
25 lb. boxes	7 35
Paris Lumps—	
100 lb. boxes	7 20
50 lb. boxes	7 30
25 lb. boxes	7 50
Crystal Diamonds—	
Barrels	7 40
100 lb. boxes	7 50
50 lb. boxes	7 60
25 lb. boxes	7 80
Cartons and half cartons	8 75
Crystal Dominoes, cartons	8 85

TEA.—The situation has not changed much during the week, although there are signs of an easing off in London. Restricted shipments from London to foreign countries are having their effect, and lower prices are expected. Local holders are not anxious to sell in anticipation of a war tax being imposed in January. They argue that if the tax goes on, they stand to make money by holding, whereas if there is no tax they are no worse off. The feeling is growing here that the Government has no other course open than to tax tea in order to secure the revenue required to pay Canada's share in the war. On the other hand, there seems to be no great keenness to buy on the part of the wholesalers, although there has been more activity during the past week, both here and in Ontario, where dealers are buying chiefly low grades. The Japan market is so strong, there should soon be a big demand for low grade greens.

DRIED FRUIT.—New dates have arrived, and there is an advance of 1c on the opening price. Brokers in New York state there are good supplies of Hallowees and Sairs, but limited supply of Fards. A fairly good demand for Valencia raisins is being felt; stocks are not heavy, and wholesalers expect to be cleaned out for Christmas. Like the retailer, they have bought light, and seem to be taking no chances in having stocks left on their hands after the first of the year. Seedless and seeded raisins 1914 crop, have arrived, and are now being distributed, prices being about the same as last year. Quotations are:

16. oz. Seedless 10½c
12 oz. Seedless 9½c
16. oz. Seeded 10c
16 oz. choice Seeded 9½c

For new crop prunes, the market in California shows strength, and higher prices are expected. No spot stocks of new crop have arrived yet, but these are due. Citrons and peels are active, and prices are being cut to meet competition. Price of citron is cut 1c, and lemon and orange ½c. The currant market is firm, and has advanced ¼c during the past 10 days in Greece. Prices on spot stocks are unchanged, but brokers are holding firm on quoted basis. S.S. Patris reached New York this week with final shipment of figs. Orders are plentiful for five crown bonbons. New York has some fancy 11-lb. and 2-lb. figs in gelatine boxes, which were intended for Germany but reached the United States owing to the war. The figs can be seen through the gelatine, and are attractive as a fancy Xmas package.

EVAPORATED FRUITS.	Per lb.	
Apples, best winter	0 08½	0 09
Nectarines, choice	....	0 11
Peaches, choice	....	0 09½
Pears, choice	....	0 13
Apricots	....	0 15
DRIED FRUITS.		
Candied Peels—		
Citron	....	0 18
Lemon	....	0 11¾
Orange	....	0 11¾
Currants—		
Amalias, loose	0 07½	....
Amalias, 1-lb. pkgs.	0 08	0 08¼
Filiatras, fine, loose, new	....	0 07½
Filiatras, packages, new	....	0 08
Dates—		
Dromedary, package stock, per pkg..	0 10	0 13½
Fards, choicest	0 11	0 14½
Hallowee, loose	0 06	....
Hallowee, 1-lb. pkgs.	0 07½	0 08
Prunes—		
30 to 40, in 25-lb. boxes, faced	....	0 14
40 to 50, in 25-lb. boxes, faced	....	0 13
50 to 60, in 25-lb. boxes, faced	....	0 12
60 to 70, in 25-lb. boxes, faced	....	0 11½
70 to 80, in 25-lb. boxes, faced	....	0 10½
80 to 90, in 25-lb. boxes, faced	....	0 10
90 to 100, in 25-lb. boxes, faced	....	0 09½
Raisins—		
Malaga table, box of 22 lbs., 3-crown cluster, $2.60; 5-crown cluster	....	3 60
Muscatels, loose, 3 crown, lb	....	0 08½
Sultana, loose	....	0 12
Valencia, new	0 08¼	0 09¼
Seedless, 16 oz.	....	0 13½
Seedless, 12 oz.	....	0 09
Seeded, 16 oz.	....	0 10
Choice seeded, 16 oz.	....	0 09½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

RICE.—No change in this market, sales being well up to normal for the season.

Rangoon Rices—	Per cwt:
Rangoon "B"	3 50
"C.C."	3 40
India bright	3 65
Lustre	3 75
Polished	5 25
Pearl	5 35
Fancy Rices—	Per cwt.
Imperial Glace	5 65
Sparkle	5 85
Crystal	5 85
Ice drips	6 20
Snow	6 05
Carolina head	7 85

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

Imported Patna—	Per lb.	
Bags, 224 lbs.	0 06	0 06½
Half bags, 112 lbs.	0 06¾	0 06
Quarter bags, 56 lbs.	0 05⅞	0 06¼
Velvet head Carolina	0 09½	0 10¼
Sago, brown	0 06	0 06½
Tapioca—		
Pearl, lb.	0 06¼	0 06
Seed, lb.	0 05¼	0 06

MOLASSES.—Stocks held in Montreal are large, but the demand is slow. Many retailers bought heavily in the spring, when the price was around 25c. Last mail advices from Barbadoes state that rain is wanted badly. Only light showers are falling, and these are not general. There can be no doubt that the crop is not so good as at the corresponding period last year, and to be good requires frequent soaking rains from now until February. Fancy molasses, importers state, will be higher, as more sugar will be made than usual.

Barbadoes Molasses—	Prices for Island of Montreal. Fancy.	Choice.
Puncheons	.38	.36
Barrels	.41	.39
Half barrels	.43	.42

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls....	0 04¼
Pails, 38½ lbs., $1.95; 25 lbs.	1 46
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Maple Syrups—	
Pure, per 8½ lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00
Maple sugar, pure, per lb.	0 10 0 11

COFFEE.—Some of the brokers are more or less in the same position as sugar refiners who have expensive raws on their hands; they are anxious to get rid of their stocks which they bought at high prices, but there is so little demand they are making slight reductions from time to time in order to induce a little business. The opening of the New York coffee exchange had no effect on the market here. Trade continues quiet.

Coffee Roasted—		
Rogotas	0 26	0 30
Jamaica	0 23	0 24
Java	0 30	0 33
Maricaibo	0 22	0 25
Mexican	0 27	0 28
Mocha	0 29	0 31
Rio	0 17	0 20
Santos	0 21	0 22
Chicory, per lb.	0 10	0 12

NUTS.—A shipment of shelled walnuts from Bordeaux, France, was expected on the S.S. Englishman, which reached Montreal this week. The walnuts were not on board, however, and as New York is experiencing a delay too, it is not likely there will be any in the hands of the retailers until well on towards Christmas. There are plenty of almonds, and these will take the place of walnuts to a considerable extent. The Joaquim Numbru reached New York this week with good supplies of Tarragonas and French soft shells. There are plenty of new crop Mayette Grenobles and a fair quantity of No. 1 Naples. Big shipments of Marbots and Cornes are due. Filberts, Brazils and pecans are moving freely. Prices on mixed nuts and Pili nuts are being cut extensively. Montreal prices on Tarragonas have been advanced ½c, and are now quoted 18½ to 19½c. Stocks of old shelled walnuts are pretty well cleaned up.

Grenobles, new	0 15½	0 16½
Tarragonas, new	0 18½	0 19½
Marbots, new	0 12½	0 13½
Shelled walnuts, new, per lb.	0 35	0 40
Shelled almonds, 28-lb. boxes, per lb.	....	0 45
Sicily filberts	0 12½	0 14
Pecans, large	....	0 18
Almonds	0 21	0 22
Brazils, new	....	0 15

Peanuts, No. 1, 12½c; No. 2	0 09¾
Peanuts, No. 3	0 08¾
Canadian chestnuts	0 12

SPICES.—There is no material change in this market. Cinnamon and cassia are low; peppers are high.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins. dozen.
Allspice	0 14—0 18	0 60—0 70	0 70—0 80
Cassia	0 22—0 25	0 72—0 90	0 80—0 90
Cayenne pepper	0 30—0 35	1 02—1 15	1 10—1 25
Cloves	0 35—0 40	1 15—1 30	1 25—1 40
Cream tartar—50c.			
Ginger, Cochin	0 18—0 23	——	——
Ginger, Jamaica	0 20—0 25	0 90—1 05	0 95—1 10
Mace	0 85—1 10	——	——
Nutmegs	0 30—0 35	1 02—1 20	1 10—1 25
Pepper, black	0 23—0 24	0 80—0 90	0 90—1 00
Pepper, white	0 32—0 33	1 05—1 10	1 1—1 20
Pastry spice	0 25—0 32	0 85—1 10	0 95—1 15
Pickling spice	0 20—0 25	0 75—0 90	0 80—0 95
Turmeric	0 20—0 22	——	——

Lower prices for pails, boxes or baliers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian		0 12
Dutch		0 20
Cinnamon, Ceylon, lb.		0 60
Mustard seed, bulk	0 18	0 22
Celery seed, bulk	0 35	0 45
Cayenne chillies	0 25	0 30
Shredded cocoanut, in pails	0 20	0 25

DRIED VEGETABLES. — Several cars of beans have been sold this week at $2.40, but as high as $2.52 is being asked by shippers for choice primes, and $2.65 for picked beans. So that is looks as though the market is getting firmer, and that beans will be worth more money. Some brokers are refusing to handle peas, as shippers cannot guarantee them. It looks as though there is something wrong with the crop. Germany has been a big exporter of peas to this country, so that an interesting situation presents itself. Despite the poor quality, wholesalers are buying them at $2.45 to $2.55 from shippers, selling to retailers at $2.85 to $3, at which price, it is claimed, they are guaranteed. Split peas are scarce and high—costing $4.50 from shippers, which is more than 50c higher than old prices. Some wholesalers are refusing to pay this, and will wait until prices come down.

Beans—		
Hand picked, per bushel		2 85
Canadian, white, per bushel		2 65
Yellow, per bushel		3 25
Yellow eyes, per bushel		3 25
Lima, per lb.	0 08	0 08½
Peas, Imperial green, per bushel		2 50
Peas, white soup, per bushel	2 85	3 00
Barley, pot, per abg		3 50
Barley, pearl		4 50

ONTARIO MARKETS.

Toronto, Dec. 3.—The outstanding feature for the week is the knock-down blow given to wholesaler and retailer alike by reason of the delayed shipments of Christmas offerings in walnuts. Seamen's strikes take no cognizance of such details as lost trade, but the effect upon dealers, large and small, of the dockers' strike in Liverpool will be to lessen their receipts pretty considerably by reason of these delayed nuts. Nuts are pre-eminently in demand just now.

The tea situation at present is interesting. Importers and tea men generally seem to have been seriously disturbed by the disorganized shipping, which has resulted in the lack of supplies from India. Then the probability—as it is now regarded—of a tax is another important factor. Tea men will be in a quandary. To buy or not to buy—that is the question. Christmas buying of general lines goes on apace, but the war or something has affected it. Possibly the next two weeks will show a more marked return to pre-Christmas conditions of other years. Some prices are lower than those of last year. Hardly any are higher; but the general tendency is to economy. The wholesalers have not had much time or possibly reason to wish each other a "Merry Christmas," but their part is pretty well done now. The retailer has the next two or three weeks to test conditions.

SUGAR.—There is a noticeably improved demand from retailers. They and the consumers alike are pretty well cleaned up on the stocks that they bought in August last, and are beginning to spy out the land for fresh supplies. There will be no change in price until refiners have used their high-costing raws. At present, one dealer opines, the refiners are losing money on what they are refining. New York market is a little firmer. The future market will be largely conditioned on the decision of the German Government as to the people sowing beets, or devoting their time and energies to barley, oats and potatoes. Unless beets are sown, of course, there will be no surplus sugar, in which events the North American market will steady considerably. Alteration for some little time is regarded as improbable. All over the country the market remains quiet.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 81
20 lb. bags	6 91
10 lb. bags	6 96
2 and 5-lb. cartons	7 10
Nova Scotia refined, 100-lb. bags	6 71
Extra Ground Sugars—	
Barrels	7 21
50 lb. boxes	7 41
25 lb. boxes	7 61
Powdered Sugars—	
Barrels	7 01
50 lb. boxes	7 21
25 lb. boxes	7 41
Crystal Diamonds—	
Barrels	7 56
100 lb. boxes	7 56
50 lb. boxes	7 66
Paris Lumps—	
100 lb. boxes	7 56
50 lb. boxes	7 66
25 lb. boxes	7 86
Cartons (20 to case)	8 11
Cartons (50 to case)	8 61
Crystal Dominoes, cartons	8 71
Yellow Sugars—	
No. 1	6 41

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

TEA.—The tea market continues firm and high. Tea prices depend on where you buy. Colombo is a cheaper market, of course, than London, but the trouble is that there is nothing doing in direct Colombo trade. The English market has risen twopence-halfpenny to three pence during past six weeks, and even at that teas are hard to get. One prominent dealer said he is absolutely unable to procure his requirements either from Colombo or London. He is sending out twice as much tea as he is able to buy with present conditions, and his stocks are running perilously low. This would seem to be general. Doubtless the high market will ease off as soon as supplies arrive, but when will that be? Local retailers are speculating on account of the possibility of the tax. There are practically no supplies from India, the reason assigned being that the shippers can't get boats. The universal feeling is one of aloofness on account of high prices.

DRIED FRUITS.—The feature of this market this week is the remarkably cheap price of the new apricots. This year's figure is the lowest in years, while, correlatively, quality is well up to standard. Dealers report unusually good sales for this time of the year. Prunes, for which there is a good call, have advanced quite strongly, prices being three-quarters of a cent to a cent stronger than last week. New dates are in, and prices are up anywhere from 1c to 2c. The trend is towards still higher levels. Figs show a tendency to firm up. General buying is not for Christmas trade as yet. Retailers are inclined to buy small quantities and come often, rather than place a large order at a trifle more attractive price. All new fruits are in now. As compared with a year ago, and in view of the general disorganization of shipping, prices are generally favorable.

Apricots—		
Apples, evaporated, per lb.	0 06	0 06½
Standard, 25 lb. boxes	0 10	0 12
Choice, 25 lb. boxes	0 12	0 14
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lb.	0 07½	0 08
Amalas, choicest, per lb.	0 07½	0 08
Patras, per lb.	0 08	0 08½
Vostizzas, choice	0 09½	0 10
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 07½	0 09
Hallowees	0 07½	0 08
Prunes—		
30-40s, California, 25 lb. boxes	0 13½	0 14½
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12¼
60-70s, 50 lb. boxes	0 10	0 10½
70-80s, 50 lb. boxes	0 09½	0 10
80-90s, 50 lb. boxes	0 09	0 09½
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 07	0 07½
25-lb. boxes ¼c more.		
Raisins—		
Sultana, choice, new	0 10	0 11
Sultana, fancy, new	0 12	0 14
Valencia	0 08¾	0 09½
Seeded, fancy, 1 lb. packets	0 10	0 10½
Seeded, choice, 1 lb. packets	0 09½	0 10
Seeded, choice, 12 oz.	——	0 08½
Seedless, 16 oz. packets	0 11	0 11½
Seedless, 12 oz. packets	——	0 10

NUTS.—Just as demand grows a little better for Christmas trade, comes the news that Christmassy offerings are to be held up. New shelled walnuts, Bordeaux and Marbots, which were to have left England and been here by now, have been held up by reason of the seamen's strike, and are lying at Liverpool docks. They will likely catch another boat, but that would not allow of them reaching Toronto until about the 20th of December. This means that it will be touch-and-go whether the country trade will be able to get them for the Christmas demand, and even the retailers in town will be considerably

handicapped by the lack of these lines. They will have to rely on Brazils and peanuts to help out their supplies. Brazils are firmer, if anything.

	Per lb.	
In Shell—		
Almonds, Tarragona	0 17½	0 20
Brazils, medium, new	0 11½	0 12½
Brazils, large, washed, new	0 13	0 15
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 15	0 17
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	....	0 17½
Walnuts, Bordeaux	....	0 14
Walnuts, Marbots	....	0 15
Shelled—		
Almonds	0 42	0 44
Filberts	....	0 35
Peanuts	0 10½	0 [illegible]
Pecans	0 66	0 60
Walnuts	0 48	0 50

SPICES.—There is practically no change. Peppers continue firm, but will ease on appearance of additional supplies. Herbs are higher, and will probably harden to a higher price within the next two or three weeks.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	....—0 10	....—0 15
Allspice, whole	....—....	....—0 15
Cassia, whole	....—....	0 21—0 26
Cassia, ground	0 14—0 16	0 21—0 26
Cinnamon, Batavia	....—....	0 36—0 40
Cloves, whole	....—....	0 28—0 33
Cloves, ground	0 18—0 22	0 28—0 35
Cream of tartar	0 25—0 35	....—0 40
Curry powder	....—....	....—0 35
Ginger, Cochin	0 14—0 17	0 20—0 23
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, whole	....—....	0 24—0 27
Ginger, African, ground	....—....	....—0 16
Mace	....—....	0 80—1 06
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....—0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins	....—....	....—0 50
Pastry spice	....—....	0 22—0 25
Peppers, black, ground	0 12—0 16	0 19—0 22
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 19—0 24	0 30—0 33
Peppers, white, whole	....—....	0 27—0 30
Pickling spice	....—....	....—0 15
Turmeric	....—....	0 18—0 20

BEANS.—There is little to record. If anything, prices are a trifle higher. Blue peas and white peas are higher and firmer. Split peas, which are now pretty impossible to obtain, are higher than ever, and almost any price would suit the quotation. The local market is slow.

	Per bushel.	
Beans—		
Canadian, hand picked	3 00	3 10
Canadian primes	2 85	2 95
Lima, per lb.	0 08¾	0 09
Peas, blue, Canadian, per bush	3 00	3 10
Peas, whole, white, per bush	3 00	3 10

COFFEE.—There is a pretty fair demand at prices much about the levels of the last two or three weeks. Brazilians have hardened.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 33	0 36
Arabian Mocha	0 33	0 36
Guatemala	....	0 32
Bucramanga	0 30	0 32
Mexican	0 30	0 32
Maracaibo	0 26	0 29
Jamaica	0 26	0 28
Santos	0 22	0 25
Rio	0 18	0 22
Chicory	....	0 14

RICE.—A fair demand continues. Some rices are lower, and show no signs of going higher. Patna shows a decline of three-quarters of a cent to a cent. Tapioca is easier. There is a limited demand.

Rice—		
Rangoon, per lb.	0 03½	0 04
Rangoon, fancy, per lb.	0 04½	0 05
Patna, per lb.	0 06	0 07½
Japan, per lb.	0 06½	0 08
Java, per lb.	0 08	0 08½
Carolina, per lb.	0 09	0 10
Sago—		
Brown, per lb.	0 06	0 06½
White, per lb.	....	0 08
Tapioca—		
Bullet, double goat	....	0 10½
Medium pearl	0 06	0 7
Seed pearl	0 06	0 07
Flake	....	0 10½

SYRUPS.—Molasses continue in fair demand. So far as this market is concerned, the heavy trade is in the tinned goods, and that is brisk. If the change in the sugar market which is forecasted is realized, prices of molasses should be easier. Prices of syrups show no change. There is a slightly increased demand, but for the time of the year it is not up to standard.

Syrups—	Per case.
2 lb. tins, 2 doz. in case	2 65
5 lb. tins, 1 doz. in case	3 00
10 lb. tins, ½ doz. in case	2 90
20 lb. tins, ¼ doz. in case	2 85
Barrels, per lb.	0 03¾
Half barrels, lb.	0 04
Quarter barrels, lb.	0 04¼
Pails, 38½ lbs. each	1 85
Pails, 25 lbs. each	1 40
Molasses, per gallon—	
New Orleans, barrels	0 26 — 0 28
New Orleans, half-barrels	0 28 — 0 30
West Indies, barrels	0 24 — 0 26
West Indies, half barrels	0 26 — 0 28
Barbadoes, fancy, barrels	0 45 — 0 48
Barbadoes, fancy, half barrels	0 47 — 0 51
Maple Syrup—Compound—	
Gallons, 6 to case	4 40 — 4 80
½ gals., 12 to case	4 70 — 5 40
¼ gals., 24 to case	4 70 — 5 40
Pints, 24 to case	2 50 — 3 00
Maple Syrup—Pure—	
5 gallon cans, 1 to case	6 45 — 6 60
Gallons, 6 to case	6 60 — 8 00
½ gallons, 12 to case	6 96 — 7 25
Quarts, 24 to case, in glass	7 00 — 7 25
Pints, 24 to case	4 00 — 5 90
Maple Sugar—	
Pure, per lb.	.... — 0 12¾
Maple Cream Sugar—	
24 twin bars	.... — 1 80
40 and 48 twin bars	3 60 — 4 85
Maple butter, lb. tins, dozen	.... — 1 90

MANITOBA MARKETS.

Winnipeg, Dec. 3.—The volume of trade being done by the retail grocers is reported as quite satisfactory. It cannot be said that wholesale grocers are doing as large a business as they would like. This year there is practically no ordering by construction camps, and sales naturally have fallen off because of this. From the retailers, too, orders are not as large as in past years. Dealers are keeping their staple lines as low as possible, but this will work out favorably in the long run, for it is very evident that January and February business will be better than in some past seasons. For Christmas trade there is a satisfactory demand, and, thanks to recent arrivals, wholesalers are able to fill the orders.

SUGAR.—Here there has been no further change, although another drop of about 30c is expected by some. When this further decline comes the price of sugar in Canada will be on the same basis as the New York refined. Since the New York market is gradually gaining strength, it would appear that the further reduction, which is practically certain to come, will be the last downward move until war conditions become more settled.

	Per cwt. in sacks.
Sugar, Eastern—	
Extra standard granulated	7 00
Extra ground or icing	7 00
Powdered	6 80
Lump, hard	7 45
Montreal yellow	6 10
Sugar, Western Ontario—	
Sacks, per 100 lbs.	6 90
Barrels, per cwt.	5 85
Halves, 50 lbs., per cwt.	5 90
Bales, 20 lbs., per cwt.	5 95
Powdered, barrels	6 20
Powdered, 50s	5 55
Powdered, 25s	6 85
Icing, barrels	6 75
Icing, 50s	6 90
Icing, 25s	6 90
Icing, pails	6 80
Cut loaf, barrels	6 60
Cut loaf, 50s	6 85
Cut loaf, 25s	7 10
Sugar, British Columbia—	
Extra standard granulated	6 70
Bar sugar	6 85
Icing sugar	7 05
Powdered sugar	6 85
H. P. lumps	7 55
Yellow	6 05
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 60
5-lb. tins, 1 doz. to case, per case	4 00
10-lb. tins, ½ doz. to case, per case	3 75
20-lb. tins, 3 tins to case, per case	3 70

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.
Barbadoes	0 53
New Orleans	0 34
Maple Syrups—	Per case.
Imperial quarts, case, 2 doz.	5 40
Imperial ½ gals., 1 doz.	5 55
New, pure, ½ gal. case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—Evaporated apples are stronger, eastern quotations being higher at the present time. No upward movement has been struck here as yet, but one is looked for. At the present low prices apples seem remarkably good buying. New currants have come on the market, and are of good quality. The supply is fortunately sufficient to meet a heavy demand. The present stocks of dates are large enough to enable the filling of orders for some time to come. It is fortunate that this should be the case, since, owing to war conditions, it is practically impossible to get in any fresh supplies. All kinds of raisins have arrived, including fancy table raisins. These were a little late this year, and the orders for them have consequently remained unfilled. The prices at which these lines are being quoted are given in detail below. They are but little over the normal price, and the quality is exceptionally good. For the better grades, and for the small boxes, the demand is brisk. Prunes are slightly stronger on the California market, and it now seems that the present low price will have to be advanced in the near future. This is true of apricots also. Table figs are now on hand in good quantities. The usual heavy demand of the Christmas season is being felt. Prices are low, considering the difficulties experienced in securing supplies. Detailed quotations are given below.

Apples, evaporated, new, 50's	....	0 06¾
Apples, evaporated, new, 25's	....	0 07
Apricots, choice, 25's	....	0 12
Apricots, choice, 10's	....	0 13
Apricots, standard, 25's	....	0 11¾
Currants—		
Dry clean	....	0 08¼
Washed	....	0 08¾
1 lb. package	....	0 09
2 lb. package	....	0 18
Vostizzas, 1 lb.	....	0 10½
Dates—		
Hallowee, loose, per lb.	....	0 06
Hallowee, 1 lb. pkgs.	....	0 06½
Fard dates, 12-lb. boxes	....	1 00
Peaches—		
Standard, 25-lb. boxes	....	0 06¾
Choice, 25-lb. boxes	....	0 07½
Choice, 10-lb. boxes	....	0 08½
Raisins, Valencias—		
Fine selected	2 35	2 45
Four crown layers	....	2 45
Table Raisins—		
F. O. S.	....	2 15
Fine selected, 14s	....	1 15
Fine selected, 7s	....	0 60
Vineyard clusters, 5½-lb. boxes	....	0 85

Vineyard clusters, 20 1-lb. bunches, per box	....	3 30
Extra dessert, 20 1-lb. bunches, per box	....	3 80
Royal Buckingham, 20 1-lb. bunches, per box	....	4 35
Royal Buckingham, 22 lbs. bulk, per box	....	4 30
Imperial Russians, 20 1-lb. bunches, per box	....	5 15
Excelsior Windsor, 20 1-lb. bunches, per box	....	5 55
Raisins, Sultanas—		
California bleached	....	0 11¼
Raisins, Muscatels—		
3 crown loose, 50's	....	0 08¼
3 crown, loose, 25's	....	0 08½
Choice, seeded, lb.	....	0 09¾
Extra fancy seeded, lb.	....	0 09¾
12-oz. packages, fancy	....	0 08
12-oz. packages, choice	....	0 07⅜
Prunes, in 25-lb. boxes—		
90 to 100	....	0 07½
80 to 90	....	0 08¼
70 to 80	....	0 08⅝
60 to 70	....	0 09⅛
50 to 60	....	0 09¾
40 to 50	....	0 10¼
Table Layer Figs—		
7-crown, 35-lb. boxes, per lb.	....	0 15½
6 crown, 10-lb. boxes, per lb.	....	0 13⅝
5-crown, 10-lb. boxes, per lb.	....	0 12½
4-crown, 10-lb. boxes, per lb.	....	0 11⅞
3-crown, 10-lb. boxes, per lb.	....	0 11½
Glove boxes, per doz.	....	1 70
Cooking figs, taps, about 25 lbs., lb.	....	0 05⅞
Cooking figs, choice naturals, 28-lb. bags, per lb.	....	0 05⅝

TEAS AND COFFEE.—Here there seems little or nothing to report. The old price of tea is still maintained by reason of competition, and there has been no further rise in coffee.

	Per lb.	
Coffee—		
Rio, No. 5, green	....	0 13½
Rio, roasted	....	0 16½
Santos, green, No. 4	....	0 15½
Santos, roasted	0 22¼	0 23¼
Chicory, per lb.	0 07	0 08
Teas—		
Japans—		
Choicest basket, fired	0 40	0 50
Choicest, pan fired	0 40	0 50
Very fine, pan fired	0 35	0 40
Medium, pan fired	0 30	0 35
Common, pan fired	....	0 25
India and Ceylon—		
Souchongs	....	0 30
Pekoe Souchongs	....	0 35
Pekoe	....	0 40
Broken orange and orange	0 40	0 50
China—		
Fine Keelum	0 50	0 60
Good Packlum	....	0 35
Common moning	....	0 25

BEANS.—There seems every chance of the Canadian beans advancing in price further than the 10c reported last week. The large exportations both to Europe and to the United States make this advance probable. Owing to the exclusion of some of the foreign beans from the market, the stock of the Ontario farmers is in great demand, and he seems to be increasing his price every day, as the demand grows. Both split and whole blue peas have advanced, and will go still higher. The supply is low, and holders are asking much more for their peas in consequence. Here, too, the war, which is bringing a great demand for this product, enables the farmer to get a bigger price. Split peas have been advanced in price to $4.75 per sack.

Beans—		
Foreign, hand-picked	....	3 30
Canadian, hand-picked	....	3 40
3-lb. pickers	....	2 85
California Lima Beans—		
Bag lots	....	0 08¼
Less than bag lots	....	0 08½
Barley—		
Pot, per sack, 96 lbs.	....	3 00
Pearl, per sack, 98 lbs.	....	4 15
Peas—		
Split peas, sack, 98 lbs.	3 30	4 75
Whole peas, bushel	....	2 50

RICE AND TAPIOCA.—There is no change here. The expected advance in Patna rices has not yet come, and will not come for some weeks.

Rice and Tapioca—		
No. 1 Japan, per lb.	....	0 05⅞
No. 2 Japan, per lb.	....	0 05
Siam, per lb.	....	0 04¼
Patna, per lb.	0 06¼	0 06¾
Carolina, per lb.	....	0 08
Sago, pearl, per lb.	....	0 05¼
Tapioca, pearl, per lb.	....	0 05

ALBERTA MARKETS.

(By Wire.)

Edmonton, Alta., Dec. 3.—The country trade continues good and city trade shows marked revival, probably due to closeness of Christmas season. Collections are also looking up. No cause to complain. Rice market is weak and it seems impossible to get satisfactory Ontario beans. Flour is steady in face of strength of wheat market. Strong baker is being sold at a slight premium. Ontario beans are quoted at $2.95 which is an increase of fifteen cents. Japan beans are $2.80 to $3.20. Evaporated apples have dropped half a cent.

Produce and Provisions—		
Cheese, per lb.	0 16½	0 17
Butter, creamery, per lb.	....	0 31
Butter, dairy, No. 1, 26c; No. 2	....	0 21
Lard, pure, 3's, per case	....	7 95
Lard, pure, 5's, per case	....	7 90
Lard, pure, 10's, per case	....	7 80
Lard, pure, 20's, each	....	2 53
General—		
Beans, Ontario, per bushel	....	2 95
Beans, Japan, per bush.	2 80	3 20
Coffee, whole roasted, Rio	0 18½	0 20
Evaporated apples, 50's	0 07½	0 08
Potatoes, per bush.	0 50	0 55
Rolled oats, 20's	....	0 79
Rolled oats, bail	3 25	3 75
Flour, 98s, $3.55-$3.65; rolled oats, 80's	....	2 50
Rice, per cwt.	....	4 50
Sugar, standard gran., per cwt.	7 30	7 40
Sugar, yellow, per cwt.	....	6 65
Canned Goods—		
Apples, gals., case	....	1 50
Corn, standard, per two dozen	2 05	2 10
Peas, standard, 2 dozen	....	2 10
Plums, Lombard	....	2 25
Peaches	....	3 25
Strawberries, $4.45; raspberries	....	4 00
Tomatoes, standard, per dozen	....	2 50
Salmon, sockeye, 4 doz. talls, case, 1s	....	9 50
Cohoes, 1's, $5.75; humpbacks, 1's	....	4 35
Fruits—		
Lemons	....	7 00

SASKATCHEWAN MARKETS.

(By Wire.)

Regina Sask., Dec. 3.—With Christmas trade opening up well, poultry is coming in heavily, and grocers are stocking up with nuts, raisins, and all kinds of Christmas goods. Already the Xmas stuff is moving out satisfactorily. Practically all lines are in, including currants, raisins, figs, nuts, dates, peel, and all kinds of Christmas fruits. Figs and dates are wholesaling at about the same figure as last year; peel is slightly lower, and nuts are considerably higher. Cream of tartar is quoted at 52 cents per pound, and it is found that the price is making the sale of this commodity almost prohibitive. The demand for poultry is not what it has been in past years, due largely to the fact that housewives are buying the less expensive meats. ice will be lower. Wholesalers are now booking up for the next season's supply and it is expected that rice will be sold at a lower price than it has ever been contracted for in this district before. Potatoes are selling, New Brunswicks at .95 and Ontarios at .90 per bushel.

Produce and Provisions—		
Butter, creamery, per lb.	0 29	0 30
Butter, dairy, No. 1	....	0 21
Cheese, per lb.	0 17⅞	0 18
Eggs, fresh, per doz.	....	0 29
Lard, 3's, per case	....	7 60
Lard, 5's, per case	....	7 55
Lard, 10's, per case	....	7 50
Lard, 20's, each	....	2 50
General—		
Beans, Ontario, per bushel	....	3 10
Coffee, whole roasted, Rio	0 17	0 17½
Cream of tartar, lb.	....	0 52
Cocoanut, lb.	....	0 20½
Evap. apples, 50's	....	0 07½
Potatoes, N.B., per bush.	....	0 95
Potatoes, Ontario, per bush.	....	0 90
Rolled oats, bail of 80 lbs.	....	3 10
Flour, 98's	....	3 55
Oysters, per gal.	....	2 50
Rice, per cwt.	....	4 30
Sugar, standard, gran., per cwt.	....	7 07
Sugar, yellow, per cwt.	....	6 53
Walnuts, shelled, 54c; almonds	....	0 53
Canned Goods—		
Apples, gals., case	....	1 30
Broken beans, 2's	....	2 60
Beans	....	2 23
Corn, standard, per 2 dozen	....	2 23
Peas, standard, per 2 dozen	....	2 23
Plums, Lombard	2 10	2 21
Peaches	....	3 16
Strawberries and raspberries	....	4 00
Tomatoes, standard, per dozen	2 35	2 60
Salmon—		
Sockeye, 1's, 4 doz. case	....	9 85
Sockeye, ½'s	....	12 35
Cohoes, 1's	....	6 00
Humpbacks, 1's	....	4 60
Fruits and Vegetables—		
Apples, per bbl., Ontario	4 00	4 25
Cranberries, per bbl.	....	7 00
Grapefruit, per crate	....	5 50
Sweet potatoes, per crate	....	4 50
Lemons	5 00	5 90
Oranges	3 25	4 00
Dried Fruits—		
Apricots, per lb.	....	0 11¾
Apples, per lb.	....	0 07½
Currants, per lb.	....	0 08⅝

NEW BRUNSWICK MARKETS.

(By Wire.)

St. John, Dec. 3.—A slight drop in pork was the only change of special interest in local market. American is now $26.50-$28.50, and domestic $27.50-$28.50. There are no changes in other staples. Business conditions are promising, with an upward trend to Christmas trade. A "buy early" campaign is being fostered by the dealers, the press aiding. A possible decline in sugar is discussed locally because of weakness in New York. Dealers, however, have divided opinions regarding the market, but buying is light. There is a heavy demand for dried fruits, and this is stimulating interest in quotings, which are firm, with some slight advances. Figs are indicating higher. Oatmeal is now $7.70. Potato market is well stocked, with prices easy. Eggs are firm, and an advance is expected; butter is unchanged.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	....	0 17
Beef, barrel	28 50	29 00
Beef, corned, 1 lb.	3 15	3 30
Pork, American clear, per bbl.	26 50	28 50
Pork, domestic, per bbl.	28 00	29 00
Butter, dairy, per lb.	0 26	0 27
Butter, creamery, per lb.	0 29	0 30
Eggs	0 30	0 31
Lard, compound, per lb.	0 10¼	0 10½
Lard, pure, per lb.	0 13	0 13½
Cheese	0 16½	0 16¾
Flour and Cereals—		
Cornmeal, gran.	....	6 00
Cornmeal, ordinary	....	1 90
Flour, Manitoba, per bbl.	....	7 55
Flour, Ontario	....	6 85
Rolled oats, per bbl.	....	7 00
Oatmeal, standard, per bbl.	....	7 70
Fresh Fruits and Vegetables—		
Lemons, Messina, box	....	7 00
Oranges, Val., case	4 00	5 50
Potatoes, bbl.	1 25	1 35
Sugar—		
Standard granulated	6 90	7 00
United Empire	6 80	6 90
Bright yellow	6 70	6 80
No. 1 yellow	6 40	6 50
Paris lumps	8 00	8 25
Beans, white, per bush.	2 95	3 00
Beans, yellow eyes, per bush.	3 15	3 20
Canned pork and beans, per case	2 80	3 00
Molasses, per gal.	0 35	0 36
Cream of tartar, per lb., bulk	0 50	0 53
Currants, per lb.	0 08	0 08¼
Rice per cwt.	4 50	5 00

The unemployed German waiter who tried to sing the British soldier's marching song only got as far as "It's a long, long way to der Tip——."

Fruit and Vegetables

Best Grapefruit in Years; Domestic Onions Higher

Price of Grape Fruit Down, While Quality Up—Big Demand for Canadian Onions — Rumor That Potatoes Will be Exported to Europe—General Demand Not Brisk.

MONTREAL.

FRUIT.—Navigation is closed, and prices of apples have remained at the high level they attained three weeks ago. The only decline is in Baldwins, which are 25c cheaper, being quoted 3.25 per bbl. this week. The price of grape fruit remains steady, and receipts are not heavy, with only a fair demand. Malaga lemons are up to $5, an advance of 50c on last week's prices. Malaga grapes are worth from $5 to $5.50 per keg, with a fairly good demand. Tokays are scarce at 2.50. There are still some Americans pears on this market, bringing 1.25 to 1.50 per box. Pineapples are just coming in, bringing $4.50 to $5. While they are so expensive only a few are being brought in. California oranges are up, while Floridas and Mexicans are cheaper.

Apples—		
Baldwins, No. 1, bbl.	....	3 25
Spys, No. 1, bbl.	....	3 75
Russets, No. 1, bbl.	....	3 25
Greenings, No. 1, bbl.	....	3 50
Fameuse, No. 1, bbl.	....	5 00
McIntosh Red, No. 1, bbl.	....	5 00
No. 2, all varieties 50c less per barrel.		
Bananas, crate	2 00	2 25
Cranberries, bbl.	....	6 00
Grapefruits, Jamaica, case	....	3 00
Grapes, Malaga, keg	....	5 50
Lemons—		
Messina Verdelli extra fancy, 300 size	....	3 50
Malaga, 420 size	....	5 00
Oranges—		
Cal. Valencia, 150-176-200-216	....	5 00
Cal., 100-126-150-288 size box	....	4 75
Florida, 126-150-176-200-216	....	3 00
Mexican, 126-150-176-200-216-250	....	2 75
Evergreen, 160 yards to bale	2 50	2 75

VEGETABLES. — American beans have advanced considerably during the past two weeks, and are now quoted at 4.50 per basket. Prices are expected to go as high as six and seven dollars. Good cauliflowers are scarce, but the price is the same, 1.75 to 2.00. Cucumbers are moving slowly, worth $1.50 to $1.75 doz. Celery is selling fairly well as the same price as a week ago. Spanish onions are up again, now being quoted $4 per case; they are scarce. Peppers, too, are scarce, 90c now being asked for small baskets. Sweet potatoes jumped 25c per hamper. There is a good demand for tomatoes at 15 to 18 cents. Watercress is up to 50c per doz. Potatoes are having the biggest sale of any vegetable on the market.

Artichokes, bag	....	1 25
Beans, American, basket	4 50	....
Beets, bag	....	0 75
Cabbage, per bbl.	....	1 25
Carrots, bag	0 50	0 75
Cauliflower, dozen	1 75	2 00
Cucumbers, doz.	1 50	1 75
Celery, crate	3 00	3 25
Leaks, doz.	....	1 50
Lettuce, head, per box	....	1 75
Curly lettuce, per box	....	1 25
Onions—		
Spanish, per case	....	4 00
Spanish, per ½ case	....	2 25
Red, 75-lb. bags	....	1 25
Parsnips, bag	0 50	0 75
Parsley, doz. bunches	....	0 15
Peppers, green, 3½-qt. basket	....	0 90
Potatoes—		
Montreal, bag	0 65	0 75
Potatoes, sweet, Jersey, hpr.	....	1 75
Spinach, Montreal, in boxes	....	0 50
Turnips, bag	0 50	0 75
Tomatoes, hothouse, lb.	0 15	0 18
Watercress, doz.	....	0 50

TORONTO.

FRUIT.—California navel oranges now arriving in quantities. Price down this week from $3.75 and $4 to $3.25 and $3.75. Crop reported to be as good as it is plentiful. Valencias are now finished. There are some Floridas still coming forward. Apples are firm. There is a good demand particularly for greenings and snows. Latter are up ranging round $3.25 to $3.75. Spanish Almeria grapes are in quantities, taking the place of Tokays and Canadians. Price is up to $6 for best lines. Lemons, both Messinas and Californias, are cheaper; the supply is larger than last year. Grape fruit is the best known for years. Earlier shipments not very attractive, but later have created a good demand. Whereas last year the price was around $5, $3 and $3.25 is about the figure this season. Canada becomes yearly more partial to this fruit. Crop this year is two to three million boxes. Dealers report that fruit buying in general is becoming more general as Christmas approaches.

Apples—		
Wagners	....	2 50
Greenings	2 25	2 50
Kings	2 50	2 75
Baldwins	2 00	2 50
Spies	2 75	3 00
Seeks	2 25	2 50
Canada Reds	2 25	2 50
Snows	3 25	3 75
No. 2s, 40-50c less.		
Bananas, per bunch	1 50	2 00
Cocoanuts, sack	4 00	4 50
Cranberries	6 25	6 75
Grapes—		
Canadian, 6-qt. bkts.	0 16	0 20
Tokays	....	2 50
Malaga, barrel	4 50	6 00
Malaga, fancy, barrel	6 00	7 00
Oranges—		
Florida	2 50	3 00
California, late Valencias	4 00	4 50
California navels	3 25	3 75
Lemons, Messinas	3 00	3 50
Lemons, California	3 75	4 00
Limes, per 100	....	1 25
Pears—		
California, box	....	3 25
Canadian, late varieties	0 25	0 30
Pineapples, Porto Rico, case 10	4 00	4 50
Grape fruit	3 00	3 25

VEGETABLES.—Potatoes show tendency to firm, in view of report that European countries will need supplies from this side. At present supply well above demand. Little is doing in beets.

Local supply is heavy. Dealers expect price to tighten when local farmers run out of supplies. Cauliflowers well in demand, and price has tightened to $1 to $1.25. Domestic onions are firming up. There is an advance of 15 to 25c a bag. As supply is by no means equal to demand, it is thought price will be much higher. Americans have jumped at least 20c a bushel. Owing to re-export of Spanish onions (which have been first imported) back to Europe, price has firmed. Last week's quotation of $3.50 has hardened to $4. General demand for vegetables somewhat slow on account of warm spell again. Christmas season will commence about 15th of December, when decided change for better is anticipated.

Beets, Canadian, bag	0 50	0 65
Cabbage, Canadian, dozen	0 35	0 40
Carrots, bag	0 62½	0 65
Cauliflower, doz.	1 00	1 25
Citrons, doz.	....	0 45
Cucumbers—		
Slicing, hothouse	1 50	1 75
Medium pickling sizes	0 35	0 75
Celery, California, case	3 50	....
Mushrooms, per lb.	0 70	0 90
Water Cress, 11 qt. basket	....	0 50
Onions—		
Spanish, big crate	4 00	4 25
Can., 75-lb. bags	....	1 50
Green peppers, basket	....	0 75
Potatoes, Delaware	0 80	0 85
Potatoes, Canadian, bag	0 70	0 75
Parsley, basket, 11-qt.	0 30	0 35
Pumpkins	0 10	0 20
Tomatoes, hothouse, lb.	0 15	0 16
Turnips, bag	....	0 40
Sweet potatoes, hamper	....	1 50
Squash, Hubbard, doz.	....	0 75
Lettuce, box	....	2 00
Parsnips, Canadian, bag	0 65	0 70
Persimmons, California, crate	....	2 50
Pommegranates, doz.	....	0 75
Pommegranates, crate	3 00	3 25

WINNIPEG.

FRUIT.—The market is quiet. A good demand is felt for oranges, and the call

(Continued on page 46.)

Fish and Oysters

Frozen Fish Selling Well; Good Oyster Trade

Exit Smoked Fish as Enter Frozen—Lobster Higher Owing to American Shortage—Bloaters and Kippers Scarce in Toronto—Montreal Receives Good Supplies of Cod and Haddock—Halibut Nearing End.

MONTREAL.

FISH AND OYSTERS.—No fresh halibut arrived this week, and the supply may end there for the season, although there might be a supply next week. Good supplies of cod and haddock have been received. Owing to a shortage of lobster in the United States, the price is slightly higher this week in sympathy with that market, although supplies in Canada are good. There is only a fair supply of kippers, but plenty of bloaters. With the opening of Advent, new life has been given to the fish business, and will be good if the weather is colder. There are two fish days a week during Advent—Wednesdays and Fridays. Business in oysters continues good.

TORONTO.

FISH AND OYSTERS. — Oysters have picked up this last week, and business is better at former prices. Smoked lines, while still active, are giving place to the frozen fish. Bloaters and kippers get scarcer. Lobster is not greatly in demand here. Canadian supplies are good enough to satisfy it. There is a large quantity of skate wings, and the demand is good. Price is 12c a pound. Something quite new which is finding general favor is salmon snacks, a species of British Columbia salmon, smoked and cooked, ready to eat. The price is 15c a pound, and the fish is packed in 15- lb. boxes. General business continues to improve. The milder weather has been a set-back temporarily, but colder weather will create a big demand.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.	.07¼	.08-.09
Haddies, 15-lb. and 30-lb. boxes, lb....	.07½	.08-.09
Haddies, fillets, per lb.	.10	.12
Haddies, Niobe, boneless, per lb.	.08½	...
Herring, Ciscoe	1.80	.12
St. John boaters, 100 in box	1.00	1.20
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.20	...
Smoked boneless herrings, 10-lb. box....	1.10	...
Kippered herrings, selected, 60 in box..	1.40	1.25-1.60
Smoked salmon, per lb.	.25	.23
Ciscoe herrings, basket of 15 lbs.	1.50	1.80
Smoked halibut	....	.20

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Gaspe, large, per lb.	.14	.12
Red, steel heads, per lb.	.12-.13	.12-.13
Red, sockeyes, per lb.	.10-.11	.11
Red, Cohoes or silvers, lb.	.10	.11
Pale, qualla, dressed, per lb.	.07½-.08	.07½-.08
Halibut, white western, large and medium, per lb.	.09-.09½	.09
Halibut, eastern chicken and medium, per lb.	.09-.09½	.10
Mackerel, bloater, per lb.	.10-.10½	.09
Haddock, medium and large, lb.	.04½-.05	.07-.08
Market codfish, per lb.	.05-.05½	.07-.08
Steak codfish, per lb.	.05-.05½	.09
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.16-.17	.16
Smelts	.11	.12

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 00
Dried hake, medium and large, 100 lb...	6 00	....
Dried pollock, medium and large, 100 lb.	6 00	....
Dressed or skinless codfish, 100-lb. case...	7 25	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs, per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 70	1 65
Standards, ordinary, gal.	1 40	1 60
Selects, per gal., solid meat	2 00	2 00
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 25	....
Best prawns, imp. gallon	2 00	....
Best shrimps, imp. gallon	2 25	....
Sealed, best standards, quart cans, each..	0 50	....
Sealed, best select, quart cans, each	0 60	....

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	8 00	....
Malpeque, shell oysters, selected J.A.P., per bbl.	9 00	10 00
Malpeque, shell oysters, C.C.I., bbl.	12 00	....
Clams, per bbl.	6 00	....
Mussels, per bbl.	5 00	....
Live lobsters, medium and large, lb.	0 26	....
Boiled lobsters, medium and large, lb.	0 28	....
Winkles, bush.	2 00	....
Little Necks, per 100	1 25	....

FRESH FISH.

	Montreal	Toronto
Halibut, fancy, express, per lb.	0 12	0 11
Haddock, fancy, express, lb.	0 05½	0 07
Steak cod, fancy, express, lb.	0 07	0 08-0 09
Market cod, per lb.	0 05	....
Flounders, fancy, express, lb.	0 08	0 08
Gaspe salmon	0 14	....
B. C. salmon	0 18	....
Herrings, per 100 count	2 00	2 25
Herring, lb.	....	0 07
Mackerel, per lb.	0 10	....
Sea bass, per lb., black	0 14	0 15
Carp	0 09	....
Smelts, lb.	0 12	0 12

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.10½-.11	.10
White fish, small tullibees, per lb..	.06½-.07	.07
Lake trout, large and medium, lb..	.10-.11	.12
Dore, dress or round, lb.	.09½-.10	.09-.10
Pike, dressed and headless, lb.	.07-.07½	.07
Pike, round, per lb.	.06-.06½	.07-.08

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	....
Salmon, Labrador, bbls., 200 lbs.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	7 50	....
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	12 00	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	6 50
Mackerel, N.S., bbls., 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	5 50	6 25
Herrings, Labrador, half bbls.	3 00	3 25
Herrings, Nova Scotia, bbls.	5 00	6 25
Herrings, Nova Scotia, half bbls.	2 90	3 40
Lake trout, 100-lb. kegs	6 00	....
Quebec sardines, bbls.	5 00	....
Quebec sardines, half bbls.	3 50	....
Tonges and sounds, per lb.	0 07½	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imp'ted milkers, hf bbls	7 00	....
Holland herrings, imp'ted milkers, kegs.	0 85	0 75-1 00
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs.	0 75	0 70-0 95
Lochfyne herrings, box	1 35	....
Turbot, bbl.	14 00	....

WINNIPEG.

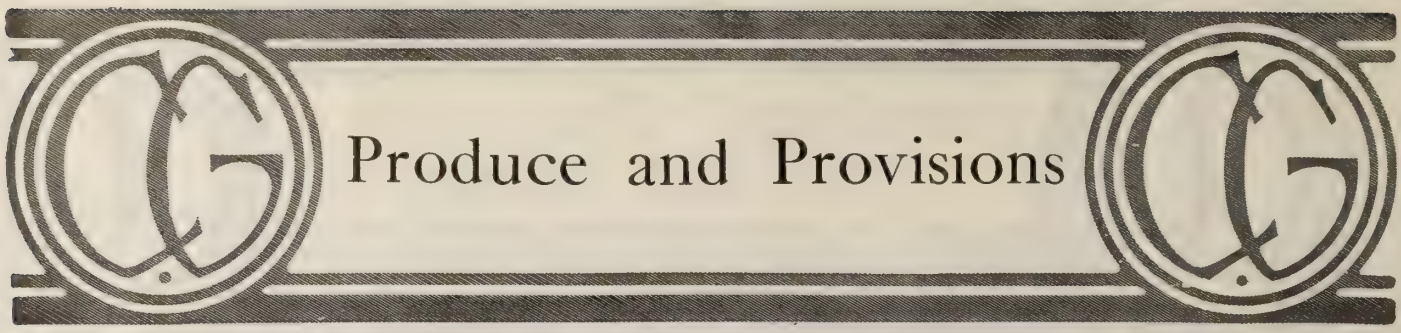
FISH.—It was expected that winter caught lake fish—trout, pickerel, pike, gold eyes, etc.—would be on the Winnipeg market this week. The thaw, however, prevented this. Still the cold weather has returned, and there seems every likelihood that the fresh caught supply may reach this market early next week. The demand, which was good while the exceedingly cold weather lasted, has fallen off considerably. With the return of frost it is picking up slowly.

Fish—		
Whitefish, per lb.	....	0 09
Pickerel	....	0 08
Trout	....	0 12½
Gold eyes	....	0 03½
Jackfish	....	0 04
Halibut	....	0 12
Frozen halibut	....	0 09½
Salmon	....	0 15
Frozen salmon	....	0 11
Fresh cod	....	0 10
Fresh smelts	....	0 11
Oysters, per gal.	....	2 75
Shell oysters, per cwt.	....	2 00
Shell oysters, per bbl.	....	17 00
Haddies	....	0 09
Haddies, fillets	....	0 12½
Bloaters, per box	....	1 50
Kippers, per box	....	1 75
Lake Superior herring	....	0 03½

CLARETS LOWER THIS YEAR.

On account of the war, clarets are being sold much lower in price than last year. The reason is that Germany and Belgium are the principal markets for claret, and the trade has naturally been dislocated. One London, England, firm is offering on this market clarets at 50 per cent. below their usual prices.

A salesman's value is measured by the sales of goods he makes over and above the ordinary demand.



Turkey Below Last Year's Prices; New-Laids Up

Prices Register a Decrease of From Five to Eight Cents a Pound —Quality of Poultry Generally Poor—New-Laid Eggs Higher and Higher—And Then You Can't Be Sure of Them —Lots of Dairy Butter—Decline in Lard Prices.

MONTREAL.

PROVISIONS.—A decline in lard on account of heavy hog movement is reported from Chicago, with small cash demand. Further depression in hog products is expected. Meats continued quiet towards end of the month. Little business is being done, and the market has a weak undertone.

	Per lb.	
Hams—		
Medium, per lb.	....	0 17
Large, per lb.	....	0 16
Backs—		
Plain, bone in	....	0 22
Boneless	....	0 24
Peameal	....	0 25
Bacon—		
Breakfast, per lb.	**0 19**	**0 20**
Roll	....	**0 17**
Shoulders, bone in	....	**0 15**
Shoulders, boneless	....	**0 16½**
Cooked Meats—		
Hams, boiled, per lb.	....	0 25
Hams, roast, per lb.	....	0 30
Shoulders, boiled	....	**0 27**
Shoulders, roasted	....	**0 28**
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	**0 15½**
Long clear bacon, 80-100 lbs.	....	**0 14½**
Flanks, bone in, not smoked	....	**0 15½**
Barrelled Pork—	**Per bbl.**	
Heavy short cut mess	....	29 00
Heavy short cut clear	....	29 00
Clear fat pork	....	29 00
Clear pork	....	27 00
Lard, Pure—	**Per lb.**	
Tierces, 350 lbs., net	....	0 12¼
Tubs, 50 lbs. net	....	0 13
Boxes, 50 lbs. net	....	0 12½
Pails, wood, 20 lbs. gross	....	0 12¾
Pails, tin, 20 lbs. gross	....	12¼
Cases, 10-lb. tins, 60 in case	....	0 13
Cases, 3 and 5-lb. tins, 60 in case	....	0 13¼
Bricks, 1 lb., each	....	13½
Lard, Compound—		
Tierces, 375 lbs., net	....	0 09½
Tubs, 50 lbs., net	....	0 10
Boxes, 50 lbs., net	....	0 10
Pails, wood, 20 lbs., net	....	**0 10¼**
Pails, tin, 20 lbs., gross	....	**0 10¼**
Cases, 10-lb. tins, 60 in case	....	0 11
Cases, 3 and 5-lb. tins, 60 in case	....	0 11
Bricks, 1 lb., each	....	0 12
Hogs—		
Dressed, abattoir killed	11 50	11 75

BUTTER.—Despite the fact that receipts are considerably below those of a year ago, business is quiet following a period of strength during the past two or three weeks. Finest creamery is quoted 29 to 30, and dairy at 24 to 25. Several cars were shipped from cold storage during the week to the West.

Butter—		
Finest creamery, new milk	0 29	0 30
Dairy butter	0 24	0 25

CHEESE.—A firmer feeling is seen in the cheese market owing to small supplies, and to the fact of a good export demand inquiry from English importers at good prices. Receipts are considerably below those of last year. New cheese is quoted at 16 to 17c.

Cheese—		
New make	0 16	0 17
Old specials, per lb.	0 18	0 19
Stilton	0 18	0 19

EGGS.—New laids advanced during the week, and it looks as though higher prices will prevail. Some firms are asking as high as 50c. Cold storage eggs have not altered materially in price, No. 1s and splits, if anything, being slightly easier. The demand is not heavy.

Eggs, case lots—		
New laids	....	0 50
Selects	....	0 32
No. 1s	....	0 28
Splits	....	0 21

HONEY.—While in some quarters it is stated that an easier feeling prevails in certain grades of honey, large dealers state they have not noticed it. White clover bbls. is quoted 11c, and buckwheat 8½19c.

Honey—	White Clover per lb.	Buckwheat per lb.
Barrels	0 11½	0 08½
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12½	0 10
Comb, 13-14 oz. section	0 17—0 18	0 14—0 15

POULTRY.—It looks as though turkeys will be selling for 17 to 20 cents during the Christmas season, whereas the price a year ago was 22 to 28. The demand continues poor, and quality poor. The unusual spectacle is noticed this week of live ducks and geese bringing higher prices than when dressed. Dressed spring chickens are selling as low as 10 to 13c, and fancy crate-fed chickens, 5-lb. are a cent lower, now being quoted at 15 to 18c. The demand for live ducks and gesee is good.

Fresh Stock.—	Live.	Dressed.
Fowl	0 08—0 10	0 10—0 14
Spring chicken	0 09—0 11	0 10—0 13
Fancy, crate-fed chicken, 5 lbs.	0 13—0 15	0 15—0 18
Turkeys, fancy	....	0 14—0 15
Ducks	0 12—0 13	0 11—0 13
Geese	0 11—0 12	0 10—0 12

TORONTO.

PROVISION.—The market for hogs is not improved any. Cooked hams are a little more in demand, but the price still remains easy. Business is but average. Dealers express themselves as waiting eagerly for the Christmas buying. There is little change to report.

Hams—		
Light, per lb.	0 17	0 17½
Medium, per lb.	0 16½	0 17
Large, per lb.	0 15½	0 16
Backs—		
Backs, per lb.	0 21	0 22
Boneless, per lb.	0 22	0 23
Pea meal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll, per lb.	0 14½	0 15
Shoulders, per lb.	0 13¾	0 14
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14¼	0 15
Cooked Meats—		
Hams, boiled, per lb.	0 23	0 24
Hams, roast, per lb.	0 24	0 25
Shoulders, boiled, per lb.	0 20	0 21
Shoulders, roast, per lb.	0 20	0 21
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 00	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11½	0 12
Tubs, 60 lbs.	0 11¾	0 12¼
Pails	0 12	0 12½
Tins, 3 and 5 lbs., per lb.	0 12¾	0 13
Bricks, 1 lb., per lb.	0 13½	0 13¾
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09¼	0 09¾
Tubs, 50 lbs., per lb.	0 09½	0 10
Pails, 20 lbs., per lb.	0 09¾	0 10½
Hogs—		
F.O.B., live, per cwt.	....	7 45
Live, fed and watered, per cwt.	....	7 75
Dressed, per cwt.	11 00	12 00

BUTTER.—The market is steady, with a fair demand. Prices show no change. Situation is easier in the east. Montreal and beyond, and the United States market lower. Navigation closing in Montreal ought to help Toronto in getting supplies. Now that the cheese factories have started making butter, there is more on hand, but there is not the demand in proportion.

Butter—		
Creamery prints, fresh made	0 29	0 31
Separator prints	0 27	0 28
Dairy prints, choice	0 26	0 27
Dairy, solids	0 22	0 24
Bakers	0 18	0 20

CHEESE.—Prices continue much as they have been for the past few weeks. There were considerably more exports last week, a large English demand being the feature. Cheese factories are now given over to butter making.

Cheese—		
Old, large	0 17¼	0 17¾
Old, twins	0 17½	0 18
New, large	0 16¼	0 16½
New, twins	0 16½	0 16¾

EGGS.—The market for new laids is still a nominal one. One dealer quotes 50 cents and another 60c. As one dealer put it, the price of new laid eggs is a matter for a man's conscience. The de-

mand continues way in excess of supply. New laids are exceptionally scarce this year. Dealers don't know where to get them. Some farmers and poultry keepers bring in stocks which have been kept by in straw and preserved, and offer them for new laid, but in the main they are not as good as the dealer's average storage egg. There will be no new laid eggs till the hens get together and decide to relieve the hold-up, says one dealer. There are enough of other sorts for demand. Canada is getting most of the trade. The American market, hoping to compete, is one to two cents lower, but there is no demand to speak of. There is no confirmation of the shipment of Philadelphia stocks talked of earlier in the week. The market generally is firm, and a trifle higher.

Eggs, case lots—	Per dozen.	
Strictly new laid, in cartons	0 50	0 60
Selects	0 32	0 33
Straights	0 29	0 30
Trade eggs	0 25	0 26

POULTRY.—The demand continues heavy, but it is only for better class of goods. If there were more of the good stuff, a bigger trade might be done. The trouble seems to be in the shape in which birds arrive. One dealer thought live ducks and geese would fetch more than dressed ones, while they continue to reach the market in their present shape. Prices continue cheap. Turkey may tighten towards Christmas, but present price is not attractive to dealer. At present prices poultry is within reach of nearly every pocket. It is easier even than a week ago.

Fresh Stock—	Live.	Dressed
Fowl	0 08—0 10	0 10—0 12
Spring chicken, lb.	0 10—0 11	0 12—0 16
Fancy, crate-fed chicken, 5 lbs.	0 13—0 15	0 16—0 18
Turkeys, fancy	....—....	0 14—0 15
Turkeys, old Tom	0 13—0 15	0 14—0 18
Ducklings	0 08—0 12	0 12—0 16
Ducks	0 12—0 13	0 12—0 13
Geese	0 12—0 13	0 10—0 12

WINNIPEG.

EGGS.—Because of the very good supplies being received, and because of the supplies which could come in from the South, there has been no upward movement here. It does not seem, however, that there will be any such movement.

Eggs—		
Extra firsts	....	0 28
Checks	0 17	0 18
Extra, in cartons	....	0 30

POULTRY.—Heavy receipts are the order here. As usual a good many of the birds received are spoiled by inferior dressing. One farmer sent in a box of really high-grade birds, for which the best price he could get was 10c per lb. because of the way these birds had been hacked to pieces. The same day another man sent in chickens, for which he received 18c. His birds were, of course, better stock, but not 8c per lb. better. The real difference was that one lot was prepared in such a way as to create the desire to buy when displayed on a counter. The other lot would convey the impression that a murder had been committed. Perhaps country dealers could do a good deal to change this state of affairs. Many of them give all their customers the same prices for chickens. There are, of course, reasons for this; but if dealers could bring out the necessity of proper dressing, the demand for poultry would be greatly improved.

The quotations of last week are still applicable. While prices are low, the demand is not at all heavy.

Fresh Stock—		
Turkeys, per lb.	0 14	0 15
Ducks, per lb.	0 10	0 14
Chickens, per lb.	0 12	0 14
Geese, per lb.	0 10	0 12

Can Egg Market be Cornered?

Claim is Made That Some Wholesale Produce Firm Has Rounded up all the Available Eggs and the Retailer Had to Tie Himself Down to a Contract With That Firm—How True This is.

THAT rashness which is so common as to be almost prevalent in the editorial writings — usually composed on inspiration without investigation—appearing in those publications which perform before the grand stand of public opinion by creating evils and then attacking them, is strongly evident in an article appearing in a Toronto monthly periodical which refers to the system of marketing eggs, now generally employed, as a "Restraint of Trade."

This article sets forth that the inventor of a patented food product which is claimed to take the place of an egg in many properties, has found the market closed to him. The majority of the grocers are said to have turned down the proposition "stone cold" because one or more of the Toronto wholesale provision merchants have so thoroughly covered the territory around the city that an insignificant number of eggs find their way to the market except through the channels referred to—and the wholesale houses have, it is claimed, tied the retailers up to contracts to take so many eggs by the end of the year.

Will Always Have Contracts.

As with regard to most business organizations, we find that the egg business has been brought down to a market system for the benefit of all concerned. Eggs are stored for the purpose of maintaining a steady market and the poultryman benefits just as much as the wholesaler, the retailer and the consumer. The egg substitute, which may take the place of the egg in some culinary work, cannot be fried, poached, boiled, hatched or thrown at offensive public speakers. So we still must have the egg that the hen lays and contracts will always be made.

Take the present situation for example. To-day strictly fresh eggs are unobtainable. If the public had to depend upon the hen at this season the public would be without eggs. Therefore the commission houses store to supply the demand. The system is organized to even the supply—to give the public eggs when there are none and at the same time the demand of the packers maintains the price when they are plentiful. At one season the public gets the benefit at another the poultrymen. The packer on the average gets the usual commission man's margin for his work.

Would Have to Corner U.S. Market.

As to any one firm cornering the market, that appears to be a senseless statement. There are a number of big concerns in the country competing against each other and one could not corner the supply. Even if that concern could corner the Canadian eggs there would still be the necessity for cornering the American market, for it is the American supply which usually holds the balance on this side of the line; if the price goes up above the duty and transportation then this market can be flooded. Take to-day, for example, there are some 400,000 more cases of eggs in the States than at this time a year ago. These eggs could be sent over here if there was any attempt to corner the market.

Then as contracts. This is a business arrangement which applies to almost every commodity which is stored for a future market. Contracts are a safeguard to both parties. It is questionable who gains the advantage. Just at present eggs on contract are being sold under the market; the grocer gets the benefit. If the price changes the other way the packer gets the benefit. On theory the packer makes a price to give him a profit, which is decided by keen competition. He cannot dictate to the grocer as to whether he takes a contract or not; if the packer tried to force his arrangement it would be pretty certain that the grocer would not take it. If he sold half his pack to the trade ahead on contract he would be in the position that price fluctuations would not matter; what he gained on the market price he would lose on contracts or vice versa.

We might just as well object to evaporated apples, raisins, currants, canned fruits and vegetables, and one hundred and one other preserved commodities, as object to stored eggs—the principle of meeting year-round demand is the same.

Flour and Cereals

MONTREAL.

FLOUR.—The market remains firm, but no change has been made in quotations. The demand continues a little slow, being better one week, and poor the next. It is obvious that dealers are waiting for lower prices, but the big millers declare there will be no lower prices. They believe that if they were to raise the price of flour to-day, they would be flooded with requests asking that orders be filled at the old prices. The demand from the country is good, but the demand for domestic account is still small. The wheat market continues firm, which is helping to keep prices of flour firm.

Manitoba Wheat Flour—	Per bbl.
First patents	6 70
Second patents	6 20
Strong bakers'	6 00
Flour in cotton sacks, 10 cents per barrel more.	

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	6 00	6 25
90 per cent., in wood	5 50	6 00
90 per cent., in bags	2 50	2 60
Straight roller	5 70	5 90
Blended flour	5 75	6 25

CEREALS.—The rolled oats market remains firm under a good steady demand for both domestic consumption and export. The weather as yet has not been very cold, and the warmer weather at the beginning of the week held up business somewhat.

Cornmeal—	Per 96-lb. sack.	
Gold dust	2 45	2 50
Unbolted	2 15	2 25
Rolled Oats—	90's in jute.	
Small lots	3 35	....
25 bags or more	3 15	....
Rolled oats in cotton sacks, 5 cents more.		
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.		
Rolled Wheat—	100-lb. bbls.	
Small lots	....	3 50
Hominy, per 98-lb. sack	....	2 75

FEEDS.—On account of filling up orders for the country before the close of navigation, the feed market has a firmer feeling this week. Now that freights have advanced, and winter rates are being changed, feed men think the market will remain steady, and if anything, the new year will see higher prices. There are some who insist that there will be a scarcity of feeds in Canada. There has been no advance in prices yet, but one is anticipated. Sales of bran were more plentiful than in shorts and middlings, due to the fact that bran is not so plentiful. The latter is worth $25, shorts $27, and middlings $30.

Mill Feeds—	Car lots, per ton	
Bran	....	25 00
Shorts	....	27 00
Middlings	....	30 00
Wheat moulee	....	30 00
Feed flour	....	40 00
Mixed chop, ton	....	38 00
Crushed oats, ton	....	40 00
Barley, pot, 98 lbs.	....	4 00
Oats, chop, ton	....	38 00
Barley chop, ton	....	36 00
Feed oats, cleaned, Manitoba, bush..	....	0 65

TORONTO.

FLOUR.—There is no new development to record among flour men. Export business continues dull because prices are out of line. America, he says, is getting the trade because there, prices are more attractive. Buyers are fairly well filled up. Mills, as last week, continue to ship mixed cars. They will not sell the flour without the feeds. Close of navigation has had no appreciable effect upon market. One milling company express themselves as simply waiting for some factor to crop up which will influence the market drastically one way or the other.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patent	6 80	6 60
Second patent	6 30	6 10
Strong bakers	6 10	5 90
Flour in cotton sacks, 10c per bbl. more.		

Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	5 50	5 30
90 per cent.	5 10	4 90
Straight roller	5 00	4 80
Blended flour	5 35	4 95

CEREALS.—There is some buying of rolled oats, but not as much as was expected. The reversion to the warmer weather is proving a temporary setback, it is thought. Cornmeal is somewhat easier on account of corn being easier.

Barley, pearl, 98 lbs.	....	5 00
Buckwheat grits, 98 lbs.	5 50	6 00
Corn flour, 98 lbs.	2 50	3 00
Cornmeal, yellow, 98 lbs.	2 55	2 65
Graham flour, 98 lbs.	3 00	3 30
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 92½
Oatmeal, granulated, 98 lbs.	....	3 92½
Peas, Canadian, boiling, bush.	2 90	3 00
Peas, split, 98 lbs.	....	5 00
Rolled oats, 90-lb. bags	3 37½	3 57½
Rolled wheat, 100-lb. bbl.	3 75	4 00
Rye flour, 98 lbs.	....	3 00
Wheatlets, 98 lbs.	3 75	4 00
Whole wheat flour, 98 lbs.	3 75	4 00

MILL FEEDS.—What applies to the flour market applies to mill feeds. Cars which come forward contain both flour and feeds. Mills can afford to refuse orders for straight cars because they are not working full time, and there is a prospect of a shortage. On this account higher prices for the new year are forecast by several dealers.

Mill Feeds—	Mixed cars, per ton	
Bran	25 00	26 00
Shorts	27 00	28 00
Middlings	30 00	32 00
Wheat moulee	....	30 00
Feed flour, per bag	1 85	1 90
Oats—		
No. 3, Ontario, outside points	0 50	0 51
No. 3, C.W., bay ports	....	0 60

WINNIPEG.

FLOUR AND CEREAL.—The demand for rolled oats continues heavy. There is still difficulty in turning out large enough supplies to meet the demand. In flour no new developments are noted, but millers are of the opinion that ordering in the middle of December will be heavy. They base this belief upon the fact that stocks in the country are now low, and that, when snow really comes throughout the West, the farmers getting into town will quickly use up all the supply.

Manitoba Wheat Flour—	Per bbl.
First patents	6 40
Second patents	5 80
Strong bakers'	5 10
Cereals—	
Rolled oats, per 80 lbs.	2 80
Oatmeal, fine, standard and gran'd, 98 lbs	2 80

FRUIT AND VEGETABLES.

(Continued from page 42.)

for cranberries has increased considerably. For grape fruit, however, the orders are not as large as last year. There is on hand a considerable stock, and as a result prices have dropped to $4. Japanese oranges have come on the market, and are being quoted at 75c a box.

Apples—		
Washington	....	1 25
Apples, bbls.	3 75	4 00
B. C. box apples	....	1 50
Cranberries, bbl.	....	7 50
Bananas, lb.	....	0 04½
Grapes—		
Emperor	....	5 00
Clusner, per case	....	3 25
Grape fruit	....	4 00
Lemons—		
California	....	5 50
Messina	....	5 00
Oranges, California Valencias	....	4 25
Nords	....	3 75
Japanese, box	....	0 75
Pears	3 00	3 50
Pears, Michigan, in bbls.	4 50	4 75

VEGETABLES.—Head lettuce has risen in value again, being now generally quoted at $1.25 per dozen. Cabbage has come on the market, and is moving fairly satisfactorily. Sweet potatoes continue in demand, but are practically off the market. For cauliflower good orders are being received, the prevailing price being $1.75 per dozen.

Celery, B.C.	....	0 06
Cabbages, per lb.	....	0 01¼
Cauliflower, per doz.	....	1 75
Head lettuce, California, per doz.	....	1 25
Onions—		
California, 100-lb. sacks	....	1 75
Valencia, per case	....	4 25
Parsley, per doz. bunches	....	0 40
Sweet potatoes	....	4 50
B. C. celery, per case	....	5 00

PLANTERS' YEAR FOR TEA.

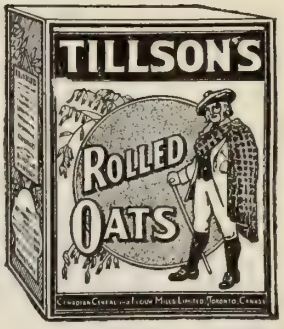
The year 1913-14 has been emphatically a planters' year. Demand has increased and producers have responded to the demand, but at enhanced prices. The average price of Indian tea during the season touched a higher point than at any time since 1894-5, and other teas have also risen in price.—London Grocer.

A Canadian Product
"MADE IN CANADA"
By Canadians

TILLSON'S OATS



A FOOD— NOT A FAD



Mr. GROCER:

Do you know that we are a strictly Canadian company? We use nothing but highest grade Western oats. All business done with this firm means that the money stays in Canada. Think what this means to labor.

MORE BUSINESS THAN USUAL

We are still creating good business for the retailer by our house to house campaigning. It is our intention to have a package in every home in our broad Dominion.

REAP THE BENEFIT

We have an attractive window display which we will gladly send you free of charge, express prepaid, with full instructions how to use it. A post card request is all that is necessary.

Canadian Cereal & Flour Mills, Ltd.

TORONTO, ONTARIO

The Motto of Every Family

during these hard times is

"Economy"

You can help your customers reduce the cost of living and at the same time get a lot of trade that usually goes to the butcher by pushing the sale of Macaroni and Vermicelli.

Hirondelle

(Swallow)

and

L'Etoile

(Star)

are

The Canadian Brands

They are made in Canada from Manitoba hard wheat, which makes the very finest, better than the imported.

Meet the Demand

for Made-in-Canada goods by stocking these lines and at the same time help us to give employment to Canadian workmen.

Advent started Dec. 1st, when many people stop eating meat until Christmas. Macaroni is the natural substitute. Order at once, taking advantage of this period.

C. H. Catelli, Limited

Montreal

AGENTS

Tees & Persse, Limited, Winnipeg

C. C. Mann, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs.	$ 2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 80
No. 10 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 30
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs..	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER

Sizes	Per doz.
Royal—Dime	$ 0 95
" ¼-lb..	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—when packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal. $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books.	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN.

	Per case.
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	$2 88
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	3 30
King's Food, 2 doz. to case, weight 95 lbs.	5 20
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 30
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 30

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars.

	Per doz.
Strawberry, 1914 pack	$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—

Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 90
Perfection chocolate, 10c size, 2 and 4 doz in box, per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35

It's too late to close up when the steed is gone



If you, Mr. Manufacturer, Mr. Producer or Mr. Importer, are deferring your opportunity to close in on the vast market of the Canadian West you are not only losing good profits now but you may lose the opportunity of getting in strong with the trade.

We are right on the ground with a strong organization of salesmen and can place your products before the trade in every corner. Our six large warehouses and excellent shipping facilities give us unexcelled advantages for prompt service and proper introduction of your lines. We guarantee results.

Write at once for particulars and terms.

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

Winnipeg, Man.

Branches: Regina, Saskatoon, Edmonton, Calgary, Vancouver

A tip on the side, Mr. Grocer



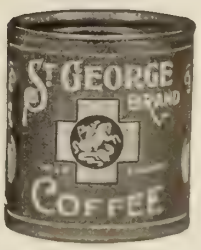


Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

St. George Brand Coffee, 2 doz. in case	**$4.80**
St. George Evaporated Milk, 4 doz. in case	**3.60**
Banner Condensed Milk, 4 doz. in case	**5.25**
Princess Condensed Milk, 4 doz. in case	**4.50**
Premier Machine Skimmed, 4 doz. in case	**3.80**





Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

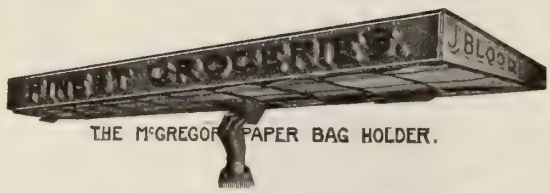
ST. GEORGE, ONTARIO

For Heavy Christmas Sales Feature The Rock City Lines

You'll have the satisfaction of knowing every sale means more and larger sales, for the Rock City Lines have the qualities that make pleased and steady customers. Build for big Christmas sales, but not for that alone. Build for all-the-year-round sales with the Rock City Lines. Write for your Christmas supply to-day.

Rock City Tobacco Co., Limited
QUEBEC, P. Q.

A store convenience — costs little — gives big service



Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or
THE O. P. McGREGOR PAPER CO., LIMITED,
411 Spadina Ave., Toronto.



Bigger Demand than Ever

There's a bigger demand than ever for Bee Brand Jelly Powders now that conditions have enforced rigid economy. But housewives are finding they can secure the good quality they were formerly using at an unusually moderate price in Bee Brand. Get ready for bigger sales with Bee Brand on display.

FORBES & NADEAU, Montreal, Que.

Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 00
Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 24 bars per box	0 85

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 30
Navy chocolate, ½'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ½'s	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case.
Eagle Brand, each 4 doz.	$ 6 25
Reindeer Brand, each 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each 4 doz.	5 60
Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St Charles Brand, tall, each, 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. tins, 2 doz. to case, weight 35 lbs.	39
1 lb. tins, 4 doz. to case, weight 80 lbs.	38

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb. tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, per lb.	27

Shipping weight, 50 lbs. per case.

MINTO BROS.

MELAGAMA COFFEE.

	Whol.	Retl.
1s, ½s, Grd.	25	30
1s, ½s, B. & G.	32	40
1s only, B. & G.	35	45
1s, ½s, B. & G.	38	50

Packed in 30 and 50-lb. cases. Terms net 30 days prepaid.

(MINTO COFFEE (Bulk)

M Bean or Gr.	38
I Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	28
Spec. Grd. Compound	25

Packed in 25 & 50-lb. tins.

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	$ 1 15
2 oz. bottles, per doz., weight 4 lbs.	2 20
2½ oz. bottles, per doz., weight 6 lbs.	2 50
4 oz. bottles, per doz., weight 7 lbs.	4 00
8 oz. bottles, per doz., weight 14 lbs.	7 50
16 oz. bottles, per doz., weight 23 lbs.	14 40
32 oz. bottles, per doz., weight 40 lbs.	28 80
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

Special Delivered Price for Canada

	Per doz.
½-oz. (4 doz. case), weight 9 lbs., retail each 15c	$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each $1.50	13 00
Pint (1 doz. case), weight 29 lbs., retail each $3	25 00
Quart (1 doz. case), weight 53 lbs., retail each $5.50	47 75
Gallons, each, retail each $20	17 15



THE SUN NEVER SETS ON

ROYAL BAKING POWDER

Known the world over as the **Best Baking Powder**—an established article of undisputed merit which housewives repeatedly buy and are always satisfied with. The demand for **Royal Baking Powder** never ceases. New baking powders of unknown merit come and go, but **Royal** goes on forever, always retaining its standard—the world's leader.

There isn't a baking powder made that will move faster or pay you greater profits than **Royal Baking Powder** and it will pay you to always keep on hand a good supply to meet the ever-increasing demand that persistent advertising and **real value** have won for it.

ROYAL BAKING POWDER COMPANY, NEW YORK

The Delectable Flavor

of

ROWAT'S SUPERIOR PICKLES

will mean much to you in good profits this Christmas season. With most grocers it proves the commencement of steady sales the year round. Push Rowat's Superior Pickles this Christmas.



ROWAT & CO.

Glasgow - Scotland

CANADIAN DISTRIBUTORS

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba, and the North-west; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

Fresh Pork Sausage

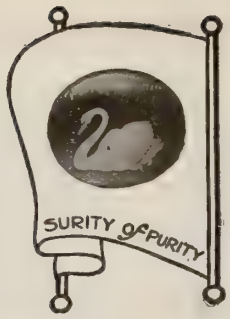
This is the Season for Sausages, and they are the very finest goods on the market. Prices are no higher than last year.

Let us book you up for regular shipments every day by express or as required.

Made under Government inspection.

F. W. Fearman Company LIMITED

HAMILTON



The Real Reason

The "Made-in-Canada" campaign is a real "Sales Getter" that has developed a strong public sentiment in favor of Canadian-made goods.

White Swan Pancake Flour is "Made-in-Canada" from Canadian cereals by Canadian millers. *But* there's a bigger reason why you should sell White Swan Pancake Flour. *It is the real reason.*

White Swan is recognized as the best Pancake Flour on the Continent.

It is self-rising and economical because it saves the cost of baking powder, salt, cream of tartar and soda.

It was awarded the Gold Medal at the World's Fair, St. Louis, 1904. It is winning business for grocers from one end of Canada to the other. And it gives you a bigger margin of profit. Don't forget that.

$3.00 Per Case of 3 Dozen

We make a specialty of mail orders, and they are always shipped the same day as received unless otherwise instructed.

WHITE SWAN SPICES AND CEREALS, LIMITED
TORONTO, ONTARIO

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F. O. B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63
	Per jar.
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

WHITE SWAN LYE

Single Cases, 4 doz.	$3 40
3 case lots, 4 doz.	3 30
5 case lots, 4 doz.	3 20

Shipping weight 50 lbs. per case.

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. $ 0.90

List Price.

JELL-O.

Assorted case, contains 2 doz 1 80

Straight.

Lemon, contains 2 doz.	1 80
Orange, contains 2 doz.	1 80
Raspberry, contains 2 doz.	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz.	1 50
Cherry, contains 2 doz.	1 80
Peach, contains 2 doz.	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz 2 50

Straight.

Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap. Packed 100 bars to case.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 90
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Boxes.	Cents
Laundry Starches—	
40 lbs., Canada Laundry	.06¼
40 lbs., Boxes Canada white gloss, 1 lb. pkg.	.06¾
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs., No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs No. 1 white	.06¾
200 lbs., bbls., No. 1 white	.06¾
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water) per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch	.06½
(120-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

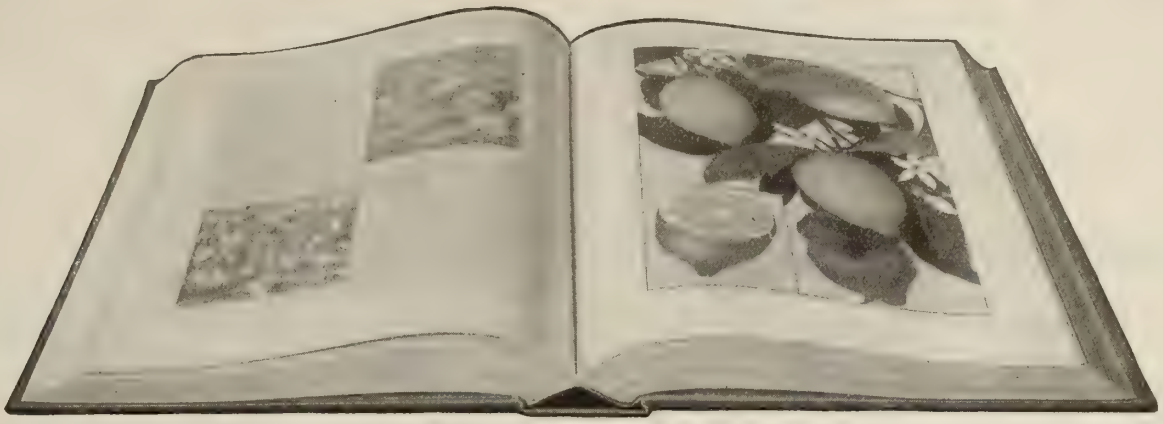
Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06¾
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07¼
Barrels, 200 lbs.	.06¾
Kegs, 100 lbs.	.06¾
Lily White Gloss—	
1-lb. fancy cartons cases 30 lbs.	.07¾
8 in case	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08¼
Kegs extra large crystals, 100 lbs.	.07¼
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06½
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07¾
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07¾

(20-lb. boxes ¼c higher than 40's.

THE GROCER'S ENCYCLOPEDIA

A VERITABLE CONSULTING LIBRARY

A Most Appropriate Christmas Gift



A CHRISTMAS gift that is sure of an appreciative welcome by anyone in the grocery business is a copy of Artemas Ward's "GROCER'S ENCYCLOPEDIA." It possesses double merit—as a reference work of high, practical value and a volume full of entertainment to the eye and mind.

A grocer who presents a copy to his manager, chief salesman or other employee has the satisfaction of knowing that the book will not only be thoroughly enjoyed, but also that the person receiving it **will be profited by its possession.**

The advance of the business during the last few years renders it essential that the modern grocer and his employees keep themselves thoroughly informed and up-to-date, and nothing is more likely to stimulate the professional interest of the salesman than the fascinating light which this book throws on many phases of the grocer's calling and on innumerable items of his stock.

Or—supposing that Santa Claus is working in the opposite direction—one may suggest that **Mrs.** Grocer could not surprise her husband with anything that he would enjoy more—nor anything that would be of more practical aid to him in his business. Or, the salesmen can club together and give it to the boss!

Whether it is either, or both, **Mr.** Grocer and **Mr.** Salesman receiving the book as a Christmas remembrance, an additional and very delightful advantage is the fact that **Mrs.** Grocer and **Mrs.** Salesman will find as much interest and practical information in it as will their husbands. Such a combination is altogether too rich and too unusual to be passed by, when the cost is only $10.50!

The grocer or grocery salesman who possesses a copy of "The Grocer's Encyclopedia" need never feel embarrassed by any questions pumped at him by a housekeeper of enquiring mind, for that magnificent work will answer them all. Caviar types, truffles of different countries, mushrooms of all varieties, fancy liqueurs, any of a thousand wines, food names in five languages, etc., etc.—**anything and everything you want to know is there.**

The text treats on fully 1200 subjects, covering all kinds of foods—their habitat, cultivation, preparation for market, quality and grades—and containing many inside trade "pointers," which are of practical value in buying and caring for goods, which you can obtain nowhere else.

It is illustrated with 80 full-page color-plates of tropical fruits, nuts, cheeses, meats, game-birds, etc., which the **New York Press** describes as "the most beautiful that ever appeared in a work of encyclopedic character," and hundreds of photographs showing food growing and preparation in all parts of the world.

The book contains 748 pages, 11 x 8½ inches in size, printed on heavy calendered paper, and strongly bound in buckram.

Its handsome appearance and wealth of illustrations make it a well-nigh ideal holiday gift.

It is said that it cost more than $50,000 to produce, but it sells **for only $10.50, delivery prepaid.**

Send your order to BOOK DEPARTMENT,

THE MACLEAN PUBLISHING COMPANY, Limited

143-153 UNIVERSITY AVENUE, TORONTO

It's knowledge that directs the successful Grocer in stocking up with



Brunswick

Brand

Sea Foods

—a knowledge born of experience that it only pays to handle canned fish that have "made good."

You will always be on the safe side if you sell "Brunswick Brand" because it is the Quality Brand.

Only the most carefully selected fish, caught in famous Passamaquoddy Bay, are used in the packing of Brunswick Brand. Our plant at the water's edge is operated under the most ideal conditions.

Why not get in line to-day and get your share of the good profits that are being made on these trade-winning lines?

CONNORS BROS.

Limited

Black's Harbor, N.B.

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, 50; Chinese Washing Powder, 8 oz., 120 pack., per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, $7.20.

COW BRAND BAKING SODA.

In boxes only.

Packed as follows:	
5c packages (96)	$3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 / ½ lb. 60 } Packages, Mixed.	3 30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85
Barrels, 700 lbs.	3¾
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4¼
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	3 00
5-lb. tins, 1 doz. in case	3 35
10-lb. tins, ½-doz. in case	3 25
20-lb. tins, ¼-doz. in case	3 20

(5, 10 and 20-lb. tins have wire handles.)

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	$5 44
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case.	3 55
British Columbia, per case.	2 40

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz. cases, doz.	1 75

H. P.

H. P. Sauce— Per doz.	
Cases of 3 dozen	1 90
H. P. Pickles—	
Cases of 2 doz. pints	3 25
Cases of 3 doz. ¼-pints	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 10

TEAS.

THE SALADA TEA CO. East of Winnipeg.

	Wholesale.	R't'l.
Brown Label, 1s and ½s	.29	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.35	.45
Red Label, 1s and ½s	.41	.55
Gold Label, ½s	.49	.65
Red-Gold Label, ½s	.55	.80

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's	$2 15
4's	0 35
5's	0 42
7's	0 60
30's, wood	0 08
12-oz. glass jar	1 15
Tumbler, glass	0 95

MARMALADE.

2's, per doz.	$2 30
4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
30's, wood, lb.	0 08¾
12-oz. glass jar, doz.	1 20
Tumbler, glass, doz.	1 00

Prices subject to change without notice.

MINTO BROS., Limited. Toronto.

We pack in 60 and 100-lb. cases. All delivered prices.

MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or ½s.	0 29	0 35
Green Label, 1s, ½s, ¼s	0 32	0 40
Blue Label, 1s, ½s, ¼s	0 37	0 50
Yellow Label, 1s, ½s, ¼s	0 42	0 60
Purple Label, ¼s only	0 55	0 80
Gold Label, ¼s only.	0 70	1 00

MINTO TEA.

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs.,	1 15

IMPERIAL TOBACCO CO. OF CANADA, LIMITED. EMPIRE BRANCH.

Black Watch, 7s, ½ butts, 9 lbs., boxes 6 lbs.	$0 53
Bobs, 6s and 12s, 12 and 6 lbs.	0 46
Currency, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 46
Stag Bars, 6s, ½ butts, 12 lbs., boxes 6 lbs.	0 45
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 67
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 67
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 67
Shamrock, plug, 7½s, ½ butts, 12 lbs., boxes 6 lbs.	0 57
Empire, 7s and 14s, caddies 15 lbs., ¼ caddies 6 lbs.	0 52
Great West, pouches, 9s	0 67
Forest and Stream, tins, 11s, 2 lb. cartons	0 89

UNCHANGED!

From Coast to Coast the price on

WETHEY'S

CONDENSED MINCE MEAT

is absolutely unchanged.

THERE HAS BEEN NO ADVANCE.

We have protected the trade and ourselves for some time to come.

J. H. Wethey, Limited

ST. CATHARINES, ONTARIO

NAVEL ORANGES

The quality of the fruit we are receiving is exceptionally good and our prices are right. Send us your orders.

GRAPE FRUIT

Have you handled any H.P. Brand? They are certainly very fancy heavy fruit. Order some to-day.

NEW DATES

arrived this week. Order now before they are all cleaned up.

THE HOUSE OF QUALITY

Hugh Walker & Son

Established 1861

Guelph and North Bay

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S.**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

"Made in Canada"

Brooms of Quality

to introduce our

CANADA LINE

Please note the following:

Special Prices

Sample Order Solicited

Fine Polished Colored Handles

No. 1	CANADA,	5	stg. - -	$4.50
" 2	"	4	" - -	4.00
" 3	"	4	" - -	3.75

6-doz. Lots and up delivered (Ontario)

Walter Woods & Co.

HAMILTON

Buyers' Guide

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

Dr. JACKSON'S

ROMAN MEAL

Made in Toronto

ROMAN MEAL CO.

MONARCH ROAD

"TRENT LOCK"

EGG FILLERS

FOR 30 DOZEN CASES

FOR ONE DOZEN CARTONS

THE TRENT MFG. CO., LTD.

TRENTON, ONTARIO, CANADA

Sell Fence Posts to your Farmer customers.

For Prices apply to the

Lakebourne Farms Limited

Brighton, Ont.

SUCHARD'S COCOA

The Highest Quality

Most Reasonably Priced

"Quality" Cocoa

On Sale Anywhere.

FRANK L. BENEDICT & CO.

Agents Montreal

WRITE TO

10 Garfield Chambers, Belfast, Ireland, for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

Raw Materials and Equipment

Some of the largest bakers in America are placing the buying of their materials and equipment in our hands. They know that they get better value through us.

The Biscuit & Cracker Mfrs. Co.

105 Hudson St. New York City

STORAGE IN OTTAWA

BOND AND FREE

Direct Railway connection. Car distributing. Write for rates.

Dominion Warehousing Co., Ltd.

Phone R54. 46 to 56 Nicholas St., Ottawa.

THEY ARE GOOD OLD STAND-BYS

Baker's Cocoa and Chocolate



Registered Trade-Mark

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

Every Merchant who handles—

Mathieu's Nervine Powders



knows that they sell themselves. So effective are they in all cases of headaches that when once tried they are immediately recommended. Every merchant can with perfect safety recommend Mathieu's Nervine Powders as a perfectly safe and harmless remedy in all cases of headaches. Any merchant may try Mathieu's Nervine Powders at our expense, as per coupon attached. *Mathieu's Syrup of Tar and Cod Liver Oil is a specific in all forms of colds.*

The J. L. MATHIEU CO.

Proprietors

Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name .....

With (Name of firm) .....

Street .....

City or town .....Prov.....

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada

TORONTO

HOLLAND RUSK

The most delicious, nourishing food you can offer your customers, and it means a liberal profit to you. Order a case from jobber to-day.

HOLLAND RUSK COMPANY

HOLLAND, MICH.



CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE INSURE IN THE Hartford. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

DO YOU WANT TO SELL OR BUY A business? If so, write Moore Bros., Business Brokers, 802 Lumsden Bldg., Toronto, Ont. (2711)

WANTED

WANTED—ENERGETIC MAN TO SECURE subscriptions and renewals to Maclean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Ontario.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

TRAVELLER CALLING ON THE GENeral trade, with good connection in Saskatchewan, wants one or two lines on commission. Box 1692, Saskatoon, Sask.

AGENCIES WANTED

WANTED—AGENCIES FOR CONFECTIONery, biscuits, jams, canned goods and other grocery lines, on commission. R. C. Webber, 79 Merrick St., Hamilton.

WANTED—AGENCIES FOR PROVINCE OF Prince Edward Island on a commission basis for any special or good general lines handled by the drug or grocery business. Firm has good connection with local trade and already represents several manufacturers. Special facilities for advertising or distributing samples if required. Write P. E. Island Agency, Box 265, Charlottetown, P.E.I.

FOR SALE

STORE FOR SALE—DOING A STRICTLY cash business of about $1,000 per month. Clean stock of about $1,500. Post office in connection. Apply Postmaster, Fort Pitt, Sask.

GROCERY STORE TO RENT — OWNER very ill. William Johnston, 184 Christina St., Sarnia, Ont.

THREE LIVE GROCERY STORES FOR sale—in one of the best Western Canadian cities. Each store selling over $60,000 a year, all cash; old established business; will sell together or separately. This is a real snap for a progressive grocer. Owner retiring from retail trade. Reply to Box 65, Canadian Grocer

PEANUT BUTTER IS CONCENTRATED nourishment. One pound equals three pounds of beefsteak or forty eggs in food value. This great economizer can be retailed at 30c per pound in Canada and supplied by your jobber. Write Bayle Food Products Co., original manufacturers, St. Louis, Mo., U.S.A., in the heart of the peanut country.

GROCERS' COUNTERS AND SHOW CASES at 25% to 50% below regular price to clear stock. Special sale of samples and Exhibition cases from Oct. 1 to 15. All new goods at reduced prices. Call at special sales rooms, 120 Bay St., Toronto, or write for particulars to Jones Bros. Co., Limited, 29-31 Adelaide St. W., Toronto.

GENERAL STORE AND MEAT MARKET— phone central, in connection. On Calgary and McLeod branch C.P.R. Stock $5,500.00, turnover $1,500.00 per month. Living rooms above store. Reply to Box 57, Canadian Grocer Toronto.

FOR SALE—AN ADVERTISEMENT UNDER this heading would be seen by practically every progressive grocer in the Dominion. This means that it will be read by the very man who is in need of such a coffee mill, cash register, cheese cutter, showcase, etc., that may be standing idle in your store, and which could be turned into money by an outlay of just two cents a word. See our rates above and send your ad. along to-day.

GROCERY STORE FOR SALE—GOOD CENtral location in the City of Windsor, Ont. Butcher business in connection. Two-family residence. Flat rented at $20.00 per month. Turnover, $20,000 yearly. Will sell cheap. Reasons: retiring from business. Write Box 67, Canadian Grocer, Toronto, Ont.

STORE TO RENT OR LEASE—TWO-storey frame corner building, size 25 x 60, perfectly fitted for general merchant business in a Southern Saskatchewan coal mining town. A good business proposition to the right man, with immediate occupation. For full particulars write A. H. McConnell, Box 11, Roche Percee, Sask.

GENERAL MERCHANT'S BUSINESS, POST office attached, for sale, on Vancouver Island. Turnover $15,000 yearly. Sound business; $10,000 will handle; $3,000 yearly can be made. Apply Box 68, Canadian Grocer, Toronto. Principals or solicitors only treated with.

Mail Contract

SEALED TENDERS, addressed to the Postmaster General, will be received at Ottawa until noon, on Friday, the 8th January, 1915, for the conveyance of His Majesty's Mails, on a proposed Contract for four years, eighteen times per week each way, between Brampton P.O. and Canadian Pacific Ry. Station, from the Postmaster General's pleasure.

Printed notices containing further information as to conditions of proposed Contract may be seen and blank forms of Tender may be obtained at the Post Offices of Brampton, and at the office of the Post Office Inspector, Toronto.

A. SUTHERLAND,
Post Office Inspector.

Post Office Inspector's Office,
Toronto, Nov. 26th, 1914.

Will You Help The Hospital for Sick Children, the Great Provincial Charity?

Dear Mr. Editor:—

Thanks for the privilege of appealing through your columns on behalf of the Hospital for Sick Children. The Hospital takes care of sick and deformed children, not only in Toronto, but in the Province, outside of the city.

This coming year, of all the years in the Hospital's history, has a more serious outlook, as regards funds for maintenance, than any year that has passed its calendar.

So many calls are being made on the purses of the generous people of Toronto and Ontario, to help the soldiers of the Empire, that as I make my daily rounds through the wards of the Hospital, and see the suffering children in our cots and beds, the thought strikes me as to whether the people will as of old, with all the demands made upon them, answer our appeal and help to maintain the institution that is fighting in the never-ending battle with disease and death, in its endeavor to save the stricken little ones in the child-life of Ontario.

Last year there were 394 in-patients from 210 places outside of Toronto, and in the past twenty years there have been 7,000 from places in the Province other than Toronto.

It costs us $2.34 per patient per day for maintenance. The municipalities pay for patients $1 per patient per day; the Government allows 20 cents per patient per day; so, deducting $1.20 from $2.34, it leaves the Hospital with $1.14 to pay out of subscriptions it receives from the people of Toronto and the Province. The shortage last year ran to $18,000.

Since 1880 about 1,000 cases of club feet, bow legs and knock knees have been treated, and of these 900 had perfect correction. Nearly all these were from different parts of the Province outside of the city of Toronto.

Remember that every year is a war year with the Hospital: every day is a day of battle; every minute the Hospital needs money, not for its own sake, but for the children's sake. The Hospital is the battle-ground where the Armies of Life have grappled with the Hosts of Death, and the life or death of thousands of little children is the issue that is settled in that war. Will you let the Hospital be driven from the field of its battle to save the lives of little children for the lack of money you can give and never miss?

Every dollar may prove itself a dreadnought in the battle against death, a flagship in the fleet that fights for the lives of little children.

Remember that the door of the Hospital's mercy is the door of hope, and your dollar, kind reader, may be the key that opens the door for somebody's child.

Will you send a dollar or more if you can, to Douglas Davidson, Secretary-Treasurer, or

J. ROSS ROBERTSON,
Chairman of the Board of Trustees,
Toronto.

Place Your Christmas Window in the Contest

This year *Canadian Grocer* will have as usual a Christmas window competition open to grocers and their clerks. When you have your best window in shape, have it photographed and entered in the race. It may be in the money.

Selling Power, Attractiveness and Originality

will be the basis of judgment. Windows must be trimmed with Christmas goods.

Photographs must be mailed before December 31. See that photographer gets good picture and give description of the window.

The Prizes

Towns and Cities over 10,000 Population		Centres under 10,000 Population	
1st Prize	$5.00	1st Prize	$5.00
2nd "	3.00	2nd "	3.00
3rd "	2.00	3rd "	2.00

The Christmas Ad. Writing Contest

For the best Christmas newspaper advertisement submitted by end of year *Canadian Grocer* will give a prize of $3; to the second best, $2. Clip it from the newspaper and briefly outline your ideas concerning advertising and its selling advantages.

Address:

THE EDITOR, CANADIAN GROCER

143-153 University Avenue

TORONTO



What doctors recommend is worth your while to push.

THE JOHN MACKAY'S BARLEY FOOD

FOR BABIES AND INVALIDS

is unanimously recommended by the leading physicians and generously used in all hospitals of any importance. The best and most nourishing form in which barley can be prepared; an exclusive process of The John MacKay's. Once used, Barley Food becomes the family mainstay, and excellent uses can be found for it in the homes of all classes. Just try a can, to see how Barley Food will "take hold" of you and build you up, especially if you suffer from indigestion and all kindred ills, for it will stay with you when nothing else will. It means 50% to you, Mr. Retailer.

We have the only exclusive barley mill on the continent. Order to-day from your wholesaler or direct.

John MacKay Co., Ltd., Bowmanville, Ont.

The only exclusive Pot and Pearl Barley Mill in Canada

Apples

We will pack

10,000 barrels

of the celebrated Georgian Bay Apples this Fall. Place your orders early.

LEMON BROS.

Owen Sound, Ontario

They're
Now on the Market

B.L.O.E.

(Best Lemons on Earth)

Mention when ordering:

St. Nicholas
Home Guard
Queen City
Puck
Kicking

They're the Brands.

J. J. McCABE

Agent

Toronto

THE STOVE POLISH with a GREAT SHINE

Just as the Zebra is known by its stripes, so ZEBRA Stove Polish is known by its great Polishing quality and intense blackness. ZEBRA appeals to the thrifty housewife, because she recognises that with ZEBRA she can obtain the largest amount of satisfaction with a minimum of work.

ZEBRA

THE STOVE POLISH WITH A GREAT SHINE

ZEBRA sales are constantly on the increase. Those who are stocking ZEBRA will tell you how good it is and how well it sells.

RECKITTS (OVER SEA), LTD.,
122, WELLINGTON ST. WEST,
TORONTO



DURING ADVENT

Many will fast every Wednesday and Friday. Why not cash in on this by featuring on the previous days Canned and Salt Fish?

We can fill your order to your entire satisfaction.

We are first for Quality and Service,
But below the average for Prices.

CANNED SALMON

1,500 cases of "Victoria" Brand Red Sockeye Salmon at $2.25 doz.

We believe it to be the best quality offered on the market. Will you be the judge?—Favor us with your name and address and we will send you by Parcel Post, prepaid, a one-pound tin of "Victoria" Salmon, so that you may try it on your own table.

2,000 cases of Red Salmon to retail at 15 cents.

2,500 cases of Pink Salmon to retail at 10 cents.

These two lines are real good values, and our price allows you a liberal margin of profit!

To arrive in a few days: 1,000 cases of White Salmon in ½ pd. tins, to sell at 5 cents. Give your order now in order to be among the first served.

SALT FISH

In kegs and half kegs.

Labrador Salmon,
Labrador Red Trout,
Labrador Fine Large Herring.

These three favorites are of the No. 1 variety. We unconditionally guarantee their Quality.

Get our prices. They are **The** prices for the Quality.

SPECIAL OFFER FOR 10 DAYS

Roasted Peanuts

"Coon" .07½. **"G" .08.** **Bon Ton .11.**

The lowest price on the market.

Call Main 3766, and telephone your order, or if you prefer, wire at our expense.

LAPORTE, MARTIN, Limitée

St. Paul Street **MONTREAL**

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FISH

For Breakfast
For Luncheon
For Dinner

Fish is now prepared in so many tempting ways that the public are buying and using it more freely than ever before.

No line will show you more profit if a little care is exercised in handling.

We are splendidly equipped to handle this business. Our supplies are obtained in the primary markets. We own and operate our own tugs on the Great Lakes, ensuring constant supply.

Haddies, Ciscoes, Bloaters, Kippers, Halibut, Qualla Salmon, Cohoe Salmon, Trout, Whitefish, Labrador Herrings, Package Codfish, etc. Send for Weekly Price List.

WHITE & CO., LIMITED

Wholesale Fruit and Fish

TORONTO and HAMILTON

$100.00—$200.00—$500.00

See that YOU are Safe!

You have only slightly over a month to get rid of all Maple Syrup and Sugar not absolutely pure. If you haven't read the new law don't fail to do so. You may be liable to fine for the above amounts.

The Safe Way

is to stock a line that is **ABSOLUTELY GUARANTEED.**



Pride of Canada

is from the pure sap only. We stand back of every ounce bearing that label. In stocking Pride of Canada you give the best to your customers.

Maple Tree Producers' Assoc.

Limited

58 Wellington Street, Montre l

AGENTS:—W. L. Mackenzie & Co., Winnipeg; Oppenheimer Bros., Vancouver; S. H. P. Mackenzie, 32 Church Street, Toronto; Canadian Maple Products Co., Limited, 1 Endell Street, Long Acre, London, W.C., England.

A Worth-While Christmas Present For Your Clerks

Of course you will desire to remember your clerks in some practical way at Christmas. What more practical gift could you make them, than a year's subscription to Canadian Grocer? Every grocery clerk who desires to advance himself in his chosen work, will appreciate such a gift, and it will be a weekly reminder of your thoughtfulness throughout the year.

WINDOW DRESSING.

During the course of the year Canadian Grocer publishes dozens of timely window displays on a larger scale than any other grocery paper. The articles accompanying the illustrations assist the window trimmer to make his windows one of the grocer's best selling assets.

CARD WRITING.

A new series of lessons on Modern Show Card Lettering and Designing begins in the first issue. These lessons contain solid, practical, common-sense instruction. Neat show cards and price tickets increase sales.

SALESMANSHIP.

Articles on Salesmanship are written specially to help clerks increase their sales. They are written in an interesting style and will increase the enthusiasm of the staff.

On receipt of your instructions, we will send an appropriate Christmas card to the recipients of your kindness, telling them that you have instructed us to send them Canadian Grocer for a year as a Christmas Gift.

Sign and mail the coupon to-day, so we will have time to start the gift with the Christmas issue.

Christmas Gift Subscription Coupon

CANADIAN GROCER
143-153 University Ave., Toronto

Gentlemen:

I {enclose / will send} .....Dollars, for which please enter yearly subscription for the following:

Name..... .....Name..... .....

Address..... .....Address..... .....

Donor's Name..... .....

Address..... .....

Cowan's Maple Buds

the one best confection

Everybody—old and young likes Cowan's Maple Buds



Take advantage of our extensive advertising

They're advertised everywhere in the Dominion

Nothing but pure chocolate, pure milk, pure sugar, and so easily digested. Stock them in your Candy department. They make friends everywhere—and keep them.

The Cowan Company, Limited

Toronto, Canada

"Apples made the filling, but FIVE ROSES made the crust"



Good morning! Have you eaten your apple, Brother Grocer?

Everybody's doing it—it's patriotic—it's fashionable—it's businesslike.

This is YOUR opportunity. Now's the time for the apple pie trade, apple puddings, apple sauce cake, *"National Fruit"* dumplings. Apples and Flour, Apples and *FIVE ROSES!*

The choicest pages of the FIVE ROSES Cook Book give all the delightful details.

Sell FIVE ROSES flour, Brother Grocer. Don't let your customers spoil good apples with a poor pie crust made from poor flour.

FIVE ROSES FLOUR

Sir George E. Foster's "finest in the world" deserves a better fate—the finest crust to wrap its toothsome lusciousness.

More pies than ever before will be *swiped* if you sell FIVE ROSES—the kind that made mother famous.

More apples eaten where FIVE ROSES is sold.

Think of a million apple pies, cakes, dumplings — think of your responsibility, Brother Grocer! The filling is only half the pie—the FIVE ROSES crust is the thing, the dainty brown jacket that dresses the juicy pippins so becomingly! Sell apples. Be patriotic.

Sell FIVE ROSES. *Be WISE!*

LAKE OF THE WOODS MILLING CO., LIMITED
MONTREAL. DAILY CAPACITY 13,200 BBLS.

Sell a Barrel of Apples——Sell a Barrel of ROSES

FEATURING CHRISTMAS SELLING SUGGESTIONS

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII PUBLICATION OFFICE: TORONTO, DECEMBER 11, 1914 No. 50



Made in Canada

Tip off "Old Santa Claus" about candy made from Crown Brand Corn Syrup



Are you prepared for a general curtailment of expensive candy buying this holiday season?

Here's a tip, and you can hand it along to the "Santa Clauses" of your town: Crown Brand Corn Syrup makes most delicious candy, which costs very little, taking the place of high-priced sugar.

This tip is worth money to you, if for no other reason than it means ready sales at good profits, but it means a steadily growing demand, for once introduced Crown Brand Corn Syrup always gets repeats.

Order your stock now. Try it yourself

The Canada Starch Co., Limited

Manufacturers of Edwardsburg Brands

Montreal Cardinal Brantford Fort William

"ATORA" Beef Suet

In Blocks and Tins for Frying, Cooking, and all Purposes

For frying your fish use "ATORA" in Blocks. It will be a revelation to you how sweet and crisp your fish will be. It does not soak into the article fried, and does not repeat or cause heart-burn like the common and harmful cottonseed oil preparations.

ALSO ready SHREDDED in Cartons



No Chopping. No Waste
Ready to Mix with the Flour
Delicious for Puddings
Excellent for Pie-crust
Unexcelled for Mince Meat
Absolutely Pure and Wholesome

15 Prize Medals Awarded

"ATORA" Beef Suet has been a general household commodity in Great Britain and Ireland for over 20 years, and during that time has been supplied to the Royal (British) Navy, and all the Polar Expeditions. Its chief claims for popular favour are:—

(1) It contains no skins, moisture, or impurities.

(2) **You should use one-third to one-half less in weight** than you would of raw suet.

(3) It melts readily in Puddings or Mince Meat, and enriches the other ingredients thoroughly and uniformly, instead of remaining in small separate lumps, like the raw suet does.

(4) Our Suet is more digestible and wholesome, as it is sold thoroughly cooked, sterilized and refined before you put it into the Pudding or Mince Meat.

(5) During the cold season, you can buy it ready shredded, or if you buy the blocks it flakes easily with a knife. It dissolves thoroughly as soon as heat is applied. During hot weather it is sold in airtight tins, weighing 1 lb., 2-lb. or more.

(6) It makes the best flavored Pie Crust and Cakes.

(7) It is the best and most economical fat for frying, as it can be used **over and over again**, and remains sweet longer than any other fat or oil. (For frying use ATORA in blocks or in Tins.)

(8) It is rendered at the Manchester Works, from prime Fresh Beef Suet only; **no preservatives are used, and it is guaranteed absolutely pure.**



For Prices, Samples and all Particulars, ask Your Wholesaler, or

Rose & Laflamme, Ltd.	Montreal
Smith Brokerage Co., Ltd.	St. John, N.B.
J. W. Gorham & Co.	Halifax, N.S.
O. N. Mann	Sydney, N.S.
Mitchell & Whitehead	Quebec
The Lind Brokerage Co.	Toronto
C. G. Walker & Co.	Hamilton
Nicholson & Bain, Winnipeg, Regina, Edmonton, Calgary, Saskatoon and Vancouver	
A. W. Huband	Ottawa
C. E. Disher & Co.	Vancouver, B.C.
F. C. Nivin	Victoria, B.C.

MANUFACTURED BY

HUGON & CO., Limited, Manchester, England



BRITISH
MADE

Clinch the festive season's demand for dainty desserts with

COX'S QUALITY

To pass up the festive season without one mighty play for gelatine sales is to pass up your best opportunity for extensive profits and continued new custom. No other time of the year has such an insistent call for dainty, delectable desserts, and to meet this need with the quality, the goodness, the possibilities for novel dishes COX'S GELATINE offers, is to lay a broad foundation for repeat orders and continued custom.

Then set your shoulder to COX'S Quality, buckle your salesmen to COX'S Delicious Goodness, in one mighty effort for unusual sales. Go to it — NOW, while the demand is ripe, and the heavy profits ready to reap. Write your nearest wholesaler for supplies and particulars today.



BRITISH
MADE

Arthur P. Tippet & Co., *Agents*, Montreal

"DICKESON'S TEA is the BEST Tea"



"In the Original Aluminum Packet"

DICKESON'S TEA

"The Beverage of the Old Country."

PHENOMENAL success! There is no other word for it. Ever since the day when this famous English-blended first entered Canada its popularity has been steadily growing all over the Dominion. Its splendid quality and flavor — its unrivalled purity and strength—have already made it the first favorite in thousands of homes. And last, but not least—the Canadian public have been quick to respond to Dickeson's patriotic attitude in refusing to advance the price, notwithstanding the war. Grocers everywhere are *enthusiastic* about it!

No War Prices! No Reduction in Quality!

Retail Selling Prices:—

GREEN LABEL		30c. per lb.
BLUE	"	35c. per lb.
RED	"	40c. per lb.
GOLD	"	50c. per lb.

Write to any of these Agents—
TORONTO, Frederick E. Robson Co.
HAMILTON, C. G. Walker & Co.
OTTAWA, H. N. Bate & Sons, Ltd.
WINDSOR, G. Clair Bliss, Detroit, Mich.
ST. JOHN, N.B., E. T. Sturdee.
QUEBEC, A. Francois Turcotte.
WINNIPEG, W. Lloyd Lock & Co.
AMHERST, N.S., Morrison's, Ltd.

RICHARD DICKESON & CO., Ltd. **London, Eng.** **(Established 1649)**

ARCTIC

Fish Display Case Sells More Fish



From November to January is the big Haddock Season

so why not push these toothsome fish ?

To handle fish properly and profitably display them in an **Arctic Fish Display Case** (shown above). It is easily cleaned, sanitary, a silent salesman.

$27 NET

Pays for itself in a short time. Mail your order to-day and make fresh, frozen and cured fish handling easy.

John Hillock & Co., Limited

TORONTO

AGENTS:—Western Ontario: J. H. Galloway & Co., Hamilton. Saskatchewan: Western Butchers' Supply Co., Regina, Sask. Montreal: W. S. Silcock, 33 St. Nicholas St.

'CAMP' COFFEE-SIR

not only makes new customers, but keeps the old. 'Camp' has a ready and a steady sale. Its invigorating properties and enticing flavour have brought 'Camp' to the front.

'Camp' will help you capture a wide area of lasting business.



See that your stock is right

R. Paterson & Sons, Ltd. Coffee Specialists, Glasgow.

The Flavors Nature Intended

If fresh fruits could be secured the year round you wouldn't have much of a sale for jams and jellies. But

E.D.S. Jams and Jellies

so well retain the true flavors Nature intended that people prefer them from all others next to the very fruit picked fresh from the orchards. You can easily make the E. D. S. natural flavor bring you sure and steady custom. Why not prove it with a sample shipment? Write to-day.

E. D. SMITH & SON
Limited
WINONA, ONT.

AGENTS:

Newton A. Hill	Toronto
W. H. Dunn	Montreal
Mason & Hickey	Winnipeg
R. B. Colwell	Halifax, N.S.
A. P. Armstrong	Sydney, N.S.



PURITY
that brings sales

is well worth looking into. But Purity that brings customers back, that has won the confidence of three generations of mothers and physicians is well worth p u s h i n g vigorously. Because of its impeachable Purity the Borden Line has earned an ever-increasing and steady custom for the large majority of Canadian Grocers. You're working on the sure foundation of proven results when you push Borden's aggressively.

Borden Milk Co., Limited
"Leaders of Quality"
MONTREAL

Branch Office: No. 2 Arcade Building
Vancouver, B.C.



Another New

Sterling BRAND

Line

that touches the pocket at just the right price

To enable you to make speedy turnovers during these days when folk watch their purse strings, we are putting out

Our High - Grade Pickles in a 10c. Tumbler

with Anchor Caps. The line includes our Mixed Pickles, Spiced Gherkins, White Onions, Chow Chow, Chili Sauce and our new, delectable Mustard Cream. An irresistible line at an irresistible price.

Ever see anything that offered such possibilities for speedy turnover?

T. A. Lytle Co., Limited
Sterling Road —:— Toronto

Mr. F. D. Lea has joined our processing staff as manufacturer of mustards and mustard relishes.

WINDSOR TABLE SALT

is just clean, pure Salt, refined to the highest degree of purity, in the most modern Salt works on the continent and Made in Canada.

Canadian Salt Co., Limited,
WINDSOR, ONT.





Large Service is the Root of Big Profits—

for he who serves best profits most. It is precisely for this reason that hundreds of grocers are securing enviable sales in **WONDERFUL SOAP.** For housewives have come to learn that **WONDERFUL** is the biggest soap value that money can buy. Safe, sure, speedy, dependable.
If you would like to know what a profitable, staple soap really is, just get **WONDERFUL** on display in your store. How many cases shall we send you for first order? Write us to-day.

Guelph Soap Co.
Guelph, Ont.



The Quicker the Turnover —the Bigger Your Profit

The economy and taste-tempting goodness of

Simcoe Baked Beans

ensure speedy turnovers—quick sales, more sales. Their unusual fine quality make repeat orders doubly sure. For better profits feature Simcoe Baked Beans to-day.

DOMINION CANNERS, LIMITED

HAMILTON, ONT.

DOMINION CANNERS LIMITED
HAMILTON, CANADA

THE EVIDENCE of QUALITY

THE WAR AGAINST DUST

IN all the leading magazines we are telling the Canadian housewives everywhere that

IOCO
LIQUID GLOSS

makes dusting easier, and cleans cleaner.

Ioco Liquid Gloss keeps the dust down, feeds the varnish, and leaves a clean, highly polished surface. It makes house cleaning twice as easy and twice as effective.

Put up in convenient sizes—half pint, pint, quart, half-gallon and five-gallon lithographed tins; also in barrels and half barrels. Prices on request.

MADE IN CANADA

THE IMPERIAL OIL COMPANY, LIMITED

Toronto
Ottawa
Halifax
Montreal
Quebec
St. John

Winnipeg
Calgary
Regina
Vancouver
Edmonton
Saskatoon

Century Salt

Pure, even crystals

This is the evidence of the extreme care taken in the refining and packing of **Century Salt.** The salt that is best for table or dairy. Every store should handle **Century.** Order from your wholesaler or direct. We ship promptly. Get our quotation on assorted carloads.

THE DOMINION SALT Co. Limited
SARNIA - ONTARIO



Equipment Plus

To turn out the best quality of granulated sugar requires up-to-date equipment. In this respect no refinery in America, no matter how new, excels the Canada Sugar Refinery. As an example, we were the first in Canada to instal Carton Machinery. But

Redpath
EXTRA GRANULATED SUGAR

owes its superiority to more than the mechanical perfection of our refinery. Over and above this equipment is the skill acquired in over half a century of sugar refining, and more important still the fixed determination to produce the very highest quality of sugar.

Equipment is important—but it takes equipment plus skill and high ideals to produce the quality which has made REDPATH Sugar Canada's best.

CANADA SUGAR REFINING CO.
MONTREAL Limited

GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

Leitch Brothers' Flour Mills
LIMITED
Oak Lake **Manitoba**

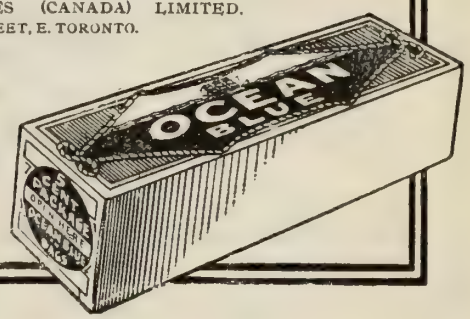
OCEAN BLUE

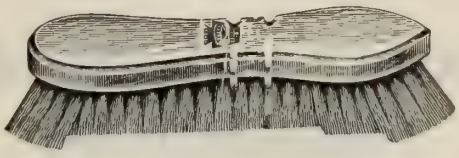
Every packet you sell will advertise your store by its superior quality, greater effectiveness, and the invariably good results it produces. OCEAN BLUE does justice to your selection, and its quality makes a lasting impression on every user.

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED.
33 FRONT STREET, E. TORONTO.

Western Agents: For Man., Sask. & Alta., Nicholson & Bain Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For B.C. and Yukon: Donkin, Creeden & Avery, 117, Arcade Buildings Vancouver, B.C





The above cut shows an article of daily use in every household in Canada. We specialize on

Scrubbing Brushes

and have the cost of this class of goods reduced to a minimum. The Dealer gets the advantage of this when he buys our Brushes. We have a large range in every class of material which show good margins of profit in lines to retail from 10 cents to 25 cents. Remember it's the KEYSTONE BRAND.

Stevens-Hepner Company
Limited
PORT ELGIN, ONTARIO

"COW BRAND" Baking Soda

Over Seventy Years the Leading Household Requisite

For trade satisfaction and profit there is no line of Baking Soda quite so good as **Cow Brand.**

Customers have expressed their confidence in its work and it needs no long argument to point to the advantage of your stocking it.

Your wholesaler will supply you.

CHURCH & DWIGHT
Limited
Manufacturers MONTREAL



Tell us what you have been getting in GERMAN and AUSTRIAN WOODENWARE SPECIALTIES

— WE CAN SUPPLANT THEM —

It is our aim to keep our plant running as in usual times and afford all the work possible to our employees during winter.

We would be pleased to have suggestions from the Wholesale and Retail trade and to pay for samples you would submit of anything we could make here.

More washings will be done at home for a time now than have been for some years. This means a larger demand for **Washboards, Pails and Tubs.** "Cane" quality and finish assure easy sales and satisfaction.

All our Standard products are stocked to render quick shipment.

Hardware Merchants, order from your wholesale!

The Wm. Cane & Sons Co., Ltd.
NEWMARKET ONTARIO

Cleave's

CELEBRATED
DEVONSHIRE CREAM

Chocolate

A high-grade and up-to-date article, showing an excellent profit and giving increasing satisfaction.

THE CHOCOLATE THE PEOPLE WANT.

Also other new and attractive 5 cent lines.

AGENTS:
MONTREAL—F. Davy & Co., 6 St. Sacrament St.
TORONTO Mason's Ltd., 25 Melinda St.
WINNIPEG—Hamblin & Brereton, Ltd., 149 Notre Dame Ave. E.
VANCOUVER—Hamblin & Brereton, Ltd., 842 Cambie St.

JOHN CLEAVE & SON, LIMITED
CREDITON, DEVON, ENGLAND

Made in Canada

We are now manufacturing a special line of cartons for Biscuit Manufacturers.

PARAFFINED, SANITARY

and made from CANADIAN pulp board.

To manufacturers of Biscuits we will be pleased to submit samples and quote prices.

To the Merchant: Ask for biscuits put up in "Made in Canada" cartons.

The Consumer will prefer biscuits put up in "Made in Canada" Paraffined and Sanitary cartons, which keeps them dry and crisp.



We also manufacture paraffined Butter cartons.

RUDD PAPER BOX CO., LIMITED
Toronto

Quality and Quantity

WILL ALWAYS WIN

That is why our new piece

NIGHT STICKS

is selling so well.

A big cent's worth of delicious quality Flexible Licorice.

Order from your Wholesaler.

Everything in Licorice for Grocer, Druggist and Confectioner.

National Licorice Company
MONTREAL

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL



There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St. PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

"SOVEREIGN" SALMON



FINEST BRITISH COLUMBIA SOCKEYE

QUALITY IS OUR FIRST CONSIDERATION

PACKED BY

THE ANGLO BRITISH COLUMBIA PACKING CO. LIMITED

VANCOUVER, B.C.



Mr. Retailer:

Have you calculated the profit you make when selling

TUCKETT'S T & B 10c. PLUG

?

Tuckett Ltd., - Hamilton

Tartan BRAND
THE SIGN OF PURITY

NEW FALL FRUIT ARRIVING DAILY

New Valencias (In stock)
New Malaga Raisins
New Shelled Almonds
New Currants
New Sultanas
New California Prunes, Apricots, Peaches, Raisins.

Our travelers have full information, or

'Phone No. 3595, 3596, 3597, 3598, 4656, 748; Night 'Phone, 1807.

BALFOUR, SMYE & CO., Wholesale Grocers **HAMILTON**

BLACK JACK

QUICK
CLEAN
HANDY



TRY IT

SOLD BY ALL JOBBERS

¾-lb. tins—
3 doz. in case

Say You Saw It
in
Canadian Grocer

Perfect Seal Fruit Jars

"Made in Canada"

The most popular fruit jar on the market—a fast seller with a good profit.

The "Perfect Seal" is a strong, square jar of clear white glass—practical and attractive.

Guaranteed in every respect.

Order from your wholesaler.
Specify "Perfect Seal."



Prices for early Shipment:

Wine Measure.

Pints . .	$ 7.00
Quarts . .	7.50
½ Gallon .	10.75

per gross.

Terms net. F.O.B. Eastern Factories.

Dominion Glass Company, Ltd.

Manufacturers

Montreal Toronto Hamilton Wallaceburg Redcliffe

CLARK'S PORK AND BEANS



We do not ask you, Mr. Grocer, to stock and display CLARK'S products SIMPLY BECAUSE they are

MADE IN CANADA

but because they are of the HIGHEST QUALITY, and in our humble opinion THE BEST.

Therefore, all things being equal, we venture to suggest that the "MADE IN CANADA" are the goods for you.



W. CLARK, Limited, Montreal



No other coffee will give your customers

so much real satisfaction with so little trouble as

SYMINGTON'S COFFEE ESSENCE

Regd Trade Mark

Stock it regularly—they will buy it regularly. Ensures good profits and quick sales. Ask your wholesaler for list to-day.

THOS. SYMINGTON & CO.,
Edinburgh and London

Agents: Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal, Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.



40 Cups from one bottle

Cash In on the "Made-in-Canada" MOVEMENT

by handling one of the most popular and profitable cleaners on the market, made right here in Canada—



DIAMOND CLEANSER

Has never been equalled as a quick, economical cleaner at a popular price. Perfectly odorless and will not hurt the hands.

Costs $3 a case of forty-eight cans
Sells at 3 for 25c. or 10c a can

A single case thus affords you an excellent profit. But most grocers prefer it in five-case lots at $2.85, thus ensuring a still larger profit. Your jobber is ready to supply you.

STEPHENS, WELCH & CO.
7 Ossington Ave. Toronto

BUY

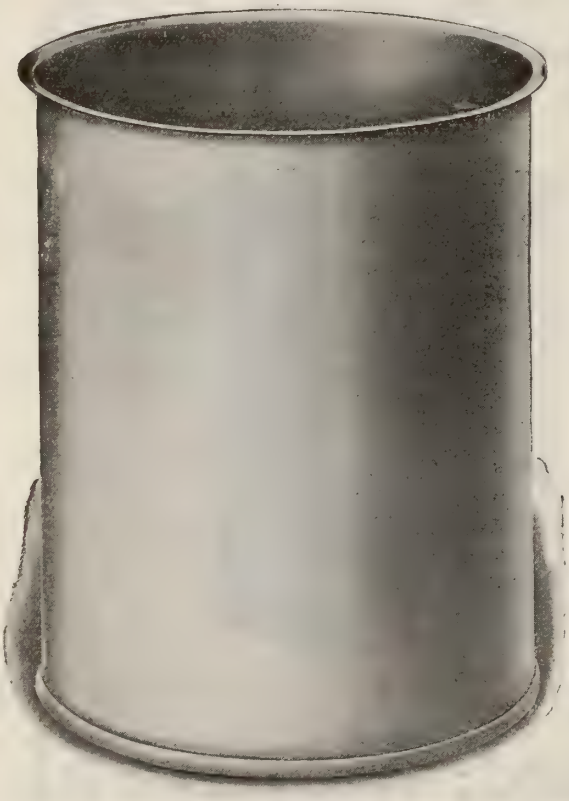
STARBRAND

Cotton Clothes Lines and Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them



Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

LUMP SUGARS

Are you handling



Lump Sugars?

Packed in cartons and half cartons.
Crystal Diamonds for General use.
" Dominos especially for Coffee.
These are the prettiest and daintiest table Sugars on the market.

Evaporated Apples

WE PACK CHOICE THREE-POUND PACKAGES FOR FINE FAMILY TRADE.

O. E. Robinson & Co.
Ingersoll, Ontario

Christmas is the Best Season to Push—

7-20-4 Cigars

Their truly mild fragrance and satisfying flavor make them unusually popular for Christmas gifts or regular smoking. Write to-day for your Christmas supply.

Sherbrooke Cigar Co.
Sherbrooke, Que.

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions
Tea Lead—all gauges and sizes
Metal Bottle Capsules—any size, color or stamping
Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use — stating qualities — We will give you BEST QUALITY — BEST DELIVERY — BEST PRICES

BETTS & COMPANY, LIMITED
Chief Office:—1 Wharf Road LONDON N., ENGLAND

HOLLY DAYS

are confection days.

MAPLEINE

is indispensable for flavoring and coloring bonbons, icings, candies, ice cream.

Order from

Frederick E. Robson & Co., 25 Front St. E., Toronto.

CRESCENT MFG. CO.
SEATTLE, WASH.



OAKEY'S KNIFE WELLINGTON POLISH



JOHN OAKEY & SONS, LIMITED,
LONDON . ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermed St., Winnipeg

20th Century Retailing DEMANDS the use of

ALLISON COUPON BOOKS



You can't get away from credit business without driving away trade. And if you don't use **Allison Coupon Books** you are bound to lose some money on credit accounts. Allison Coupon Books make credit business "good as gold."

HERE'S HOW THEY WORK:

When a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No passbooks, no charging, no time wasted, no errors, no disputes.

For Sale Everywhere by Jobbers.

ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

The Work *of* The Senate



Senator Lougheed, leader of the Government.

The Senate does not work in the limelight. It is seldom heard of except when it does something that a section of the community does not approve. Consequently it is judged not by its deeds but by what the public is prone to accept as its misdeeds. So much attention is focused on the more spectacular proceedings in the Commons that the deliberations in the Senate are not often featured in the press and the Senators themselves are not, for the most part, familiar figures in the public eye.

With the object of bringing the Upper House closer to the public, the leading article in the December number of MacLean's Magazine is devoted to a close analysis of the Senate. It is forcibly and interestingly written, and will serve to give the public a different conception of the value of that body.



Senator Bostock, leader of the Opposition.

Other Features:

Canadian-born Admirals in the Navy; Big Business and the Private Detective; Extracting a Fortune From Salt; A selection of the best war articles from the leading magazines of the world; Four bright Christmas Stories.

MacLean's Magazine

DECEMBER NUMBER NOW ON SALE

MACLEAN PUBLISHING COMPANY, LIMITED

143-153 University Avenue, Toronto, Ont.

We handle

Tea and Coffee

direct from all producing countries, and our present stock is very large and well selected and worth while your enquiring from us for samples and prices. Increase your Tea and Coffee business by selling

MELAGAMA

Sale guaranteed and freight prepaid on $60 and over. See price list, page 50 and 56 of this issue

MINTO BROS., Limited, Toronto



A Christmas Necessity

The Christmas Dinner is quite incomplete without the taste-tempting tang of

D.W.C. Spanish Olives

Unusually large, firm and full-flavored, you'll find the pleasure they will afford at this season will bring an all-year-round response. You'll find it well worth while to get D.W.C. Spanish Olives on display prominently, and suggest their use to your customers whenever occasion affords. How much extra will you need to take care of Christmas trade? Write your nearest wholesaler TO-DAY.

ROWAT & CO.

Glasgow - Scotland

CANADIAN DISTRIBUTORS

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec. Ontario, Manitoba, and the North-west; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

GOOD NEWS FOR CANADA

McVITIE & PRICE, Limited

Biscuit Manufacturers

EDINBURGH (Scotland) and LONDON (England)

have now a complete chain of Agents from the Atlantic seaboard to the Pacific Coast, who carry fresh stocks of their high-grade Biscuits.

Write to any of these Agents for samples and terms and you will receive prompt attention:

Nova Scotia.	C. E. Choat & Co., Halifax, N.S.
Quebec and Ontario.	C. H. Cole, 501 Read Buildings, Montreal.
	C. H. Cole, 33 Front East, Toronto.
Manitoba and Saskatchewan.	Richards & Brown, Ltd., James St., Winnipeg.
Alberta.	Campbell, Wilson & Horne, Ltd., Calgary.
	Campbell, Wilson & Horne, Ltd., Lethbridge.
	Campbell, Wilson & Horne, Ltd., Edmonton.
British Columbia and Yukon.	Kelly, Douglas & Co., Ltd., Vancouver.
	Kelly, Douglas & Co., Ltd., Victoria.
	Kelly, Douglas & Co., Ltd., New Westminster.
	Kelly, Douglas & Co., Ltd., Prince Rupert.

GENERAL CANADIAN REPRESENTATIVE:

Mr. Sydney Owthwaite, 501 Read Bldgs., Montreal

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Two Good Agencies Wanted for
CITY OF OTTAWA
(best of references)
Martin M. Walsh
Care Canadian Grocer

We are large buyers of
Evaporated Apples and White Beans
Wire or write us.
W. H. Millman & Sons
Grocery Brokers
TORONTO

The Harry Horne Co.
GROCERY BROKERS
Manufacturers' Agents and Importers
309-11 King W., Toronto, Can.
We can place your goods on the market successfully.
(*Correspond with us.*)

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents and Importers.
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

HENRI DE LEEUW
28 Front Street E. TORONTO
I solicit Agencies of large Canadian Packers, Evaporators, Flour Mills, either for Canada or abroad. Submit me prices and samples. I have large foreign enquiries.

WESTERN PROVINCES.

GEORGE E. MEASAM
Wholesale Grocery Broker
and
Manufacturers' Agent.
Splendid warehouse space. Cold Storage in connection.
P. O. BOX 1721,
Edmonton - - - - - Alberta.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

W. H. Escott Co.,
LIMITED
Wholesale
Grocery Brokers and Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

When writing to advertisers kindly mention this paper

WESTERN PROVINCES—Continued.

H. G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY
IMPORTER & BROKER
Specials just landed:—
CITRIC ACID TARTARIC ACID
OIL OF LEMON SALTPETRE
757-759 Henry Ave. WINNIPEG

Ruttan, Alderson & Lound, Ltd.
Successors to
RUTTAN & CHIPMAN
Commission Brokers
WINNIPEG. MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street, - Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.

QUEBEC.

SPLENDID CONNECTION
Amongst the Jobbers and Retailers.
I am open for a few more agencies, and can handle them to advantage.
Have You a Line of Candy Gross Goods?
The CLAUDE BEAUCHAMP Imports Limited.
223 Commissioners St., Montreal.

UNITED STATES.

R. G. KNOX CO.
Merchandise Brokers
Eastern Accounts Solicited
San Francisco 24 California St.

LETTER FROM A GROCER

Why No Tea Pedlar Stops in His Neighborhood Now

"I have stood by Red Rose Tea through thick and thin during the past ten years, and although during the first five years of that time I did not make any material gains, I at least laid a good foundation against the tea pedlar, until I was able to show the last year or so a goodly gain and can safely say that **to-day no pedlar stops in the neighborhood.**"

Signed, E. M. LEGGE, Temperanceville, Ont.

Mr. Legge's sales of Red Rose Tea increased over 400 lbs. in two years.

It is well to bear in mind that tea pedlars cannot get Red Rose Tea. One very successful tea pedlar in a city west of Toronto stated recently: "If it was not for the package tea I would get most of the tea business in this locality." This is well worth considering carefully, and you know when selling Red Rose Tea in packages you are giving the best value for the money in Canada.

RED ROSE TEA

"is good tea" T. H. ESTABROOKS CO., Limited
Toronto, Ont.

Furnivall's FINE FRUIT PURE JAM

To consider the public's tastes and pockets conscientiously; to take into account your own future profit and business expansion, is to invariably suggest FURNIVALL'S—the Jams of ultra-quality, purity and fine flavor. Your first order is ready to pack. Shall we ship to-day?



Furnivall-New
LIMITED
Hamilton, Ont.

AGENTS: Halifax, B. C. Woodworth, 533 Robie St.; St. John, N.B., W. W. Chase, 79 Paradise Row; Montreal, W. S. Silcock; Ottawa, J. A. Cote; Toronto, Dunn-Hortop Co.; Fort William, W. F. Elliot; Winnipeg, H. P. Pennock & Co., Ltd.; Edmonton, Alta., Geo. C. Benjamin, 629 Fourth St.; Jackson's, Limited, Calgary; Grocers' Specialty Co., Hamilton, Ont.

Jonas' Extracts

satisfy our customers of over 40 years as well as the new ones



PURITY, UNIFORMITY AND STRENGTH

PIONEER OF THE EXTRACT WORLD

Long experience has produced an extract that has no equal, an extract that has maintained its high quality and grown in popularity, holding its first patrons and daily making new friends.

Your customers, one and all, will appreciate Jonas' Extracts.

Henri Jonas & Co.
ESTABLISHED 1870
MONTREAL

Readers Of The Grocer, Let Us Know Your Wants

You have noticed our Letter Box service. Every week we hear from dealers who desire names and addresses of firms manufacturing some particular article.

This service may be beneficial to you. If you are in the market for any article you do not know where to get, our services will be cheerfully given.

The Canadian Grocer is in position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Grocer you are entitled to this service.

The Canadian Grocer

Montreal Toronto Winnipeg Vancouver

Quality has done this!

THE LARGEST NUMBER OF MAIL ORDERS EVER RECEIVED IN ONE DAY

were delivered to us on Friday last, November 27th. By this we mean **unsolicited orders,** written and mailed by the grocers themselves. It is the direct proof that the consumer **demands** Salada—that Salada alone will satisfy. **Quality** has done this. Yes, there are, and always have been *lower priced* teas, but none *cheaper.* For just as chalk and cheese have no comparative qualities, these so-called "cheap" teas have no resemblance to Salada in flavor or body.

This advertisement is repeated from last week, a press-room error having made it unintelligible in the last issue.



Repeat Sales

follow as the natural result wherever **Fretz Pure Jam** is introduced. The quality and excellence of flavor lingers long in the minds of your customers. It induces them to use more and more of this popular jam. Your profit is a liberal one—one that makes it worth while for you to push its sales. It will pay you well to put in a window display of Fretz goods. Try it.

Fretz, Limited

HAMILTON ONTARIO

AMOS B. GORDON CO., Toronto, Ont., General Sales Agents.
A. A. ADAMS, Agent for Hamilton, Ont.



EUREKA
REFRIGERATORS

The embodiment of all that is essential in a service-giving refrigerator, and not only that, but possessing features of utmost importance exclusive with the Eureka. For thirty years the standard by which all other refrigerators are judged. Shall we send you illustrated catalogue and prices? Write to-day.



Eureka Refrigerator Company
Limited
31 Brock Ave.
TORONTO



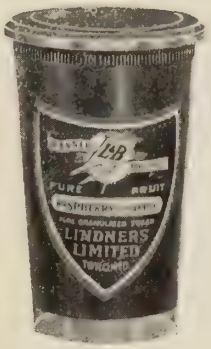
Appreciated and preferred all over the civilized world, wherever the cleanest and whitest washing is desired. The grocer who suggests KEEN'S pays a distinct compliment to his own good judgment, for KEEN'S is the acknowledged favorite wherever washing is done.

Your nearest wholesaler is ready to supply you.

MAGOR, SON & CO., Limited

403 St. Paul Street, MONTREAL **30 Church Street, TORONTO**

AGENTS FOR THE DOMINION OF CANADA







Why Let Uncertain Seals Compromise the Quality of Your Product?

The dealer and user have come to associate Quality with Security and Safety. To seal your product with anything less secure, less certain than Anchor Caps is to definitely place it among inferior grades. The confidence, the reputation, the prestige Anchor Caps build for your product you'll find a most tangible asset. Shall we send you catalogue and full particulars to-day? Write now.

The Anchor Cap and Closure Corp. of Canada, Limited

Sudbury St. West, Foot of Dovercourt Road, Toronto







CANADIAN GROCER

VOL. XXVIII DECEMBER 11, 1914 No. 50

Retailers' Relations to New Compensation Act

They Are Excluded from Part 1, Which Compels an Assessment for Every Employee—Liability for Injuries to Sales Clerks Same as Under Old Act—For Other Employees Liability Increased—Must Pay Assessment for All Elevator Men.

From staff interviews with members of the Compensation Board.

WITH the late announcement in the Ontario Gazette of a series of regulations approved by the Board, and passed by an Order-in-Council of the Provincial Cabinet, the working out of the Workmen's Compensation Act begins to assume more definite shape. In this article an effort is made to present to the retail merchants the main features of the Act, and, in more detail, its provisions as it applies to them directly. These are the more important, as it is understood to be the wish of the Board to include all establishments at some future date in the active control of the Board, and in that case it would be well for the retail merchants to have a clear understanding of the Act as it now stands upon the statute book, and also to follow its operations in order that they may be able, if the time comes for a decision, to reach an intelligent conclusion as to their future attitude.

Retailers Not Included.

The most important feature probably of the new regulation, is that they make it clear, once and for all, that wholesale and retail mercantile business establishments are excluded from the active operation of the Act. That is to say, that the employees of retail and wholesale stores are not included in the classes for which the employer is compelled to pay an annual percentage of the wages, and out of which lump sum the Compensation Board will pay out the specified amount in case of injury. So far as employees of retail stores are concerned, therefore, the position remains, with one exception, pretty much as it was before, and in case of damages the store will not be the arbiter, but the case must either be settled as between employer and employee, or come befor the court as an ordinary action. In other words, retail as well as wholesale establishments come under Part 2 of the Act.

Comes Into Effect Next Year.

The Workmen's Compensation Act of Ontario was passed in the 1914 session of the Legislature, after an extended investigation by Sir Wm. Meredith. It covers the question of compensation for accidents happening to workmen in the course of their employment, and will be brought into effect at the beginning of the year 1915. The part of the Act to be administered by the Board is called Part 1. This does not apply to all employment, but includes a very large number of industries, chief among them, manufacturing, building, lumbering, mining, transportation, navigation, the operation of public utilities, etc.

In the case of all employees in industries in Schedule 1 the Board levies an assessment and collects an accident fund, out of which the compensation to workmen is to be paid, and employers are not individually liable to pay this compensation. In the case of Part 2, the employers do not pay into the general fund, but are individually liable to pay a compensation when an accident occurs.

The compensation for the injury is on a much wider basis than under the old Act. And it is not decided, to nearly the extent it was, by the question of negligence or absence of negligence on the part of employer or workman. The only places where compensation is not payable, providing the accident arises out of and in the course of the employment are (1) where the disability lasts less than seven days, (2) where the accident is attributed solely to the "serious and wilful misconduct of the workmen and does not result in lasting or serious disablement."

It is also provided that there can be no agreement to forego the benefits of the Act, and that no part of the amount payable to the accident fund by the employer is chargeable against the workman, nor can the compensation be assigned, charged or attached except with

THE R.M.A. STAND ON EXCLUSION.

The Retail Merchants' Association, Ontario Branch, opposed the inclusion of the retail trade under the Workmens' Compensation Act on the present time retailers could secure accident insurance on employees from insurance companies at a very low rate. At the same time, the Association states, the retailer need only insure those employes whom he thinks are liable to injury and can omit the others. This means that whereas if the retailer had been included in the Act he would have had to pay a premium for every employe, he now by obtaining insurance from existing insurance companies has only to pay for those he wishes to insure against accident. While it is, of course, impossible to say at this early date the basis of the premiums under the new Act, the Retail Merchants' Association felt that it would not be to the advantage of the retailer to be under it.

Another consideration was that if the retailers had been included, they would have been compelled to insure every employe, where as now it is optional. They felt it would be a stroke against the freedom they now enjoy.

the approval of the Board. It is also provided that the employer himself may be carried on the list, at a reasonable salary, not exceeding $2,000 per annum, and compensation may be paid for out of the general fund, like the case of an ordinary workman.

It is understood, of course, that compensation under the Act prevents further acts under the common law for the same injuries.

The scale of compensation is given elsewhere in this article, and it is an important feature of the new system that the money is payable periodically rather than in a lump sum, and as a rule it continues during disability or during life, as the case may be. It is also provided that where the impairment of earning capacity does not exceed 10 per cent., the compensation is fixed by the board in a lump sum, unless the board think it is not to the advantage of the workman to do so. In all other cases the board may fix the compensation at a lump sum if it sees fit.

The general division of the operations of the Act includes No. 1, which requires all question as to the right of the compensation and the amount to be determined by the Board and its officers instead of in the court. The employer is required to notify the Board within three days of any accident happening to a workman in his employ. A workman, on his part, must give notice of the accident to the employer as soon as possible, and must make claim for compensation within six months.

The Old and the New.

There are several important points in which the new law differs from the old. Under the old law any workman had no right to recover anything unless the negligence of the employer could be proved. If he was himself guilty of negligence which contributed to the accident, he could not recover any damages. If, further, he was injured by the negligence of a fellow workman, he was barred from recovery. Moreover, if he was presumed to have voluntarily assumed the risks of the employment, he was also barred from recovery.

The new law allows none of these bars to hold. The theory is that where a workman it injured, his own misfortune or the needs of his widow or children are none the less because he or someone else was or was not to blame. He can recover or his dependents can recover, irrespective of negligence or any other circumstance, such as before mentioned, except that the accident must not be attributable solely to his own "serious and wilful misconduct." Even in this last mentioned case he or his dependents will still be entitled to recover if the accident results in serious disablement or death.

SCALE OF COMPENSATION.

If the accident results in death and the workman leaves a widow but no children, the widow is entitled to a monthly payment of $20 *a month.*

If he leaves a widow and children the payment to the widow is $20 *a month and* $5 *a month for each child under* 16 *years of age, not exceeding* $40 *in all.*

If he leaves children only, the payment is $10 *a month for each child under* 16, *not exceeding* $40 *in all.*

If the workman was under 21 *years of age and his dependents are his parents or one of them, such parents or parent will be entitled to* $20 *a month until the workman would have become* 21 *years of age, or for such longer time as the Board may determine.*

In the case of other dependents they are entitled to a sum reasonable and proportionate to the pecuniary loss occasioned to them by the workman's death, as determined by the Board.

The necessary expenses of burial $75, *are also in all cases to be paid.*

All the above is governed, however, by the provision that in no case is the compensation to exceed 55% *of the workman's earnings in the employment; and all provisions for compensation are subject to the proviso that no salary or wages of a workman shall be reckoned at more than* $2,000 *a year.*

In the case of a widow who marries again the periodical payment ceases on her marriage, but she is entitled within a month after her marriage to a lump sum equal to two years' payments.

Where the accident results in total disability of the workman, he is entitled during the continuance of the disability, whether for life or temporarily, to a weekly or monthly payment equal to 55% *of his earnings in the employment. Where the workman is only partially disabled he is entitled to* 55% *of the impairment of his earning capacity.*

More Equitable Damages.

The other great advantage of the new law for the employee is that formerly a lump sum of damages was fixed by the jury or judge, and like ordinary punishment, varied greatly in different cases. Under the new law there is more equitable rule, because all of these amounts are fixed in advance, and apply to all cases.

The advantage of the periodic sum over the lump sum payment is obvious, as frequently damages recovered by a widow or children have been badly invested at one time or otherwise lost, and probably they would be dependent in the end.

Another advantage is the prevention of action in law. These frequently lasted a long time, and very often they were appealed by the employer to take them from one court to another, causing heavy expenses and frequently deterring the employee who had a good case from entering action at all.

The method of operating the Act is to require all employers in the industries quoted in schedule one to send to the Board a statement of the amount of wages paid, and expected to be paid by them, for their individual employees. There are many classes of industries, and out of the assessment received for each class are paid the damages for injuries to employees of that class. Each class must stand by itself. Provision is made for compelling the payment of compensation by having judgment entered in the County or District Court, or otherwise.

If after a year or period of years it was found that the payment entered upon by any particular class exceeds the requirements for payment out for injuries, the rate will be reduced from time to time.

Exclusively Retail Business.

An important ruling as announced in the Ontario Gazette relates to industries that are carried incidentally in connection with exclusively retail businesses; for instance, in men's and women's clothing, whitewear, skirts, collars, corsets, hats and caps, furs or robes.

These firms are excluded from the operation of the Act. Where the carrying on of this business is a manufacturing industry it is included in the operation in Part One of the Act.

Among other industries carried on and part of and in immediate connection for the purpose of an exclusively retail business which are excluded from the operation of Part 1. are watch, clock and jewelry making and repairing; boot and shoe making and repairing, harness

making and repairing, business of an optician, tinsmithing and tinsmith repairing, paper cutting, drug maufacturing, coffee grinding, etc.

Connected With Retail Business.

Certain industries which may be said to stand by themselves are excluded where less than six workmen are usually employed, among these being, manufacturers of cheese or butter, the construction or operation of telephone lines or works, the manufacture of artificial limbs, power laundries, dyeing, cleaning or bleaching establishments; the operation of threshing machines, etc.; manufacturers of feathers or artificial flowers, confectioners, etc.

Another clause which relates to "side lines" carried on in retail establishments provides that where less than four workmen are usually employed some industries are withdrawn from Part 1, where they would ordinarily be included, such as machine shops, repair shops, tinsmith shops, blacksmith shop, cabinet work, upholstering, picture framing, etc.

Part 2 of the Act, it has been stated, includes establishments such as retail and wholesale businesses in which the employers are not required to furnish a list of employees, and pay so much

(Continued on page 38.)

Decorating the Store Interior for Christmas

One Merchant States That a Few Decorations Help Get the People Purchasing Earlier—They Create a Christmassy Atmosphere About the Store, He Says.

HOLLY has now reached the Canadian markets for Christmas decoration purposes. Apart from the possibilities of working up a good trade for holly, the majority of dealers find it excellent advertising to trim the interior of the store with it as well as with evergreens.

"All such decorations assist in spreading the Christmas spirit," observed a merchant the other day who had just arranged from an importer for a supply. "People are sometimes slow to realize that the Christmas season is near at hand and unless we can suggest to them its proximity by creating a Christmassy atmosphere, they are not likely to begin their holiday purchasing very early. They see the holly and the evergreens about and begin to realize that they might just as well get at the Christmas baking —at any rate that's how I figure it out and I know that just as soon as these decorations are up customers begin to ask about the Christmas goods. Of course these decorations alone will not create much buying, but in conjunction with a window trim and displays of dried fruits, nuts, etc., inside the store, they help considerably."

The illustration shown herewith demonstrates what can be accomplished in interior display by the addition of a few evergreens, bells, and other fancy decorations. Many of these can, if properly taken care of, be used several times. One grocer uses a long cardboard box in which the decorations that can be used more than once are placed and laid away from year to year.



This illustration demonstrates effect Christmas decorations have on store appearance.

Putting Pull Into the Advertisement

Main Features of Newspaper Advertisements That Bring in the New Business—Reasons Should Be Presented Why Your Store Deserves the Trade—Power of the Timely Suggestion.

By Marco Morrow.

YOU occasionally find a retail merchant who thinks and says that he "does not have to advertise." "Why," he will tell you, "everybody in town knows me and my place of business. Half the people in town pass my store every day. It would be a waste of money and effort for me to use newspaper space." The trouble with such a business man is that he has never been shown the fundamental idea of advertising. He doesn't understand the chief functions of advertising. No one has pointed out to him that advertising is salesmanship and that its function is much wider and much more far-reaching than merely "letting people know where he is."

There are three things which advertising must do for you:

First, it must let the people know who you are, where you are, and what you are. This is its simplest function. The sign over your door, your store front, the display in your window—these help perform this necessary function; the little standing cards which retailers sometimes run in their local papers, and indeed a greater part of the retail advertising in the newspapers, perform no higher function than that. They simply let the people know who you are, where you are, and what you are.

Reasons are Necessary.

But your advertising must do more than that. It must not only let the people know that you are a purveyor of food products, but it must also give the buying public some reason for coming to you for what they want instead of going to your competitor in business. I do not mean that your advertisements should "knock" a competitor. A "knocking" ad. is seldom, if ever, judicious. But, if there is any reason why people should trade with you, your advertisement ought in some way to suggest that reason, even if it doesn't give the reason in so many words. It ought to make the women who read it think, "I'll go there next time; I'll try that shop." In other words, it must attract trade to you, not simply let the people come to you if they want to come, but pull them toward you. This is the second function of advertising.



Christmas Home-Table Satisfaction

IF you really want to enjoy the Christmas meals you must have every article used in the baking of the finest quality available. Stale or inferior goods do not represent household economy, and discriminating buyers will have none of them. Our stocks of everything are choice and select because we satisfy.

Valencia Raisins, large in size and meaty, per lb., ...c.
Seeded Raisins, clean, fine flavor, no seeds, per lb., ...c.
Finest Layer Figs, juicy, large and tender, per lb., ...c.
New Fard Dates, the rich dark variety, and clean, per lb., ...c.
Cleaned Currants, no stems and with a peculiar rich tartness, per lb., ...c.
Cluster Raisins, a delicious dessert raisin, per lb., ...c.
Crystallized Ginger, a wholesome confection, per box, ...c.
Thin Shell Walnuts, full, meaty kernels, nice flavor, per lb., ...c.
Extra Fancy Filberts, large and handsome, per lb., ...c.
Cranberries, with that desirable tartness, per quart, ...c.
Canned Tomatoes, fresh tomato flavor, per tin, ...c.
Plum Pudding, the time-honored Xmas dessert, per lb., ...c.
Pure Maple Syrup, from the maples of Quebec, per quart bottle, ...c.
Mince Meat, flavored with best spices, per lb., ...c.
Blank Brand Flour, a flour for the home, per small bag, ...c.
Delicious Christmas Wines, several flavors to choose from, per bottle, ...c.

All these goods are the finest and freshest obtainable.

SMITH & JONES

11 Main Street Phone 656

For the grocer who uses small newspaper space, above is tendered as a suggestion for a Christmas ad. Each line listed is described in short, crisp terms.

But there is another duty which your advertising must perform if it is to be a successful salesman for you. And this third duty is the highest and most important function of your advertising. It is the function which you and your clerks perform every day if you are good salesmen, in calling attention to something special, something extra, something which the customer might not buy unless you suggested it to her. Mrs. Jones, who is a good spender, comes into your shop, and you immediately think, "Now, what can I sell Mrs. Jones to-day?" If she gives you a chance, you say to her: "Mrs. Jones, I have an extra nice chicken here which I would like you to have," or "Here is a mighty fine lot of pineapples." You keep suggesting to your customers purchases which they otherwise would not make. You are constantly endeavoring to get the customer at the counter to buy the thing which you most want to sell. That's good salesmanship. That's the way you build up your business. There is a certain store I know of which has brought this kind of salesmanship to such a state of perfection that I know women who are afraid to go into it; they say they prefer to order by telephone, because if they go into that store they are sure to buy something which they do not need, and which, maybe, they can't afford. Now, the real purpose of your advertising in your local newspaper should be to put salesmanship of that kind before every possible customer in your community. It isn't enough for the people simply to know where your place of business is. It isn't enough for the people simply to know what you sell. It isn't enough for the people to know that you have the best shop in town—although these things are of the highest importance—but your advertising must make the good housewife's mouth water for what you have on sale to-day. It must suggest to her expenditures which she had not thought of. You have heard women say, time after time, "Dear me,

(Continued on page 42.)

A Gift Cigar Window Trim Appropriate Now

An Opportunity to Get New Business, as it Will Appeal to a Class of People Who Have Money to Spend—A Simply Arranged but Attractive Display of Cigars.



A cigar window trim which would require little time to prepare and which is most attractive.

A CERTAIN grocer in Western Ontario keeps a display of cigars, tobaccos and pipes in the window all the time. This trim is shown in a glass case where the proper moisture can be maintained and which of course always keeps the goods clean and attractive. This merchant makes money out of these goods. Otherwise he would not have had that display for four or five years.

Just now with the Christmas season all but on us, cigars particularly are a mighty good line to feature. A grocer who has three display windows states that in December every year, he invariably shows a cigar trim as a suggestion for Christmas gifts. Here is the way he looks at it: "There are always a great many boxes of cigars given away every year and I maintain that I should get my share of that business. An attractive window during one week of December tells the people that I have cigars for sale and the window itself shows a fine assortment. I not only get a good portion of the business on gift cigars of this district, but a good deal of advertising which stands me in good stead in the future."

Above is reproduced a good cigar trim. It is not elaborate, but simple and easily constructed. It is merely the way the boxes are placed about the floor of the window that makes it attractive. The display cards at the rear are of course an aid in the selling of the cigars, and if a neatly written card were used just now with the wording: "The Best Gift for the Smoker" or "An Appreciated Christmas Gift," etc., this would surely be a highly successful window.

At a time like the present it is the duty of every aggressive merchant to create new business and people who have money to buy goods other than staples will be largely influenced by the suggestions that are placed before them.

CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED

JOHN BAYNE MACLEAN, President.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

Cable Address: Macpubco, Toronto. Atabek, London, Eng.

OFFICES:

CANADA—
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UNITED STATES—
New York—R. H. Huestis, 115 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, 6074 Stoney Island Ave.; Phone Midway. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—
London—88 Fleet St., E.C.; Telephone Central 12900. E. J. Dodd.

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No War Tax on Tea!

THERE has been a great deal of talk about a war tax on tea in Canada. But why should tea be taxed? True the Government want more revenue to meet the extra needs occasioned by the war. But surely there are methods whereby this can be obtained without taxing the national drink of the Canadian people.

If there should be a war tax placed on tea, the plea of the Government no doubt would be that because it is the national beverage, it will bring in a large revenue. On the other hand if there is a duty of 5 or 10 cents a pound on tea, it will mean a great hardship to the poor and financially embarrassed many of whom are struggling along on very little if any money. It would in fact hit the poor man much harder than the middle or wealthy classes. Those who have money will of course be able to pay a little extra for their tea, but the man who is living on what he can pick up here and there or on a gradually decreasing bank account, cannot afford to expand his outlay for even a necessity. It will be an undoubted hardship upon him if he is called upon to do so, and it will make it exceedingly embarrasssing for him in getting through the temporary depression.

Someone has suggested that automobile owners be taxed; or that a tax be placed on certain luxuries so that the bulk of the increased cost of living caused by the necessity for more revenue, would be borne by the people of the country who can stand it. Surely the Government will adopt such a course, and Canadian Grocer firmly believes that if the situation is calmly and carefully considered by the officials, it will be the one followed.

Get in the Christmas Contests.

FOR a good many years *Canadian Grocer* has had a Christmas Window Display Contest. That this has stimulated the art of window dressing among the trade in Canada is evidenced by the statements of a great many of our readers to the effect that these competitions have assisted dealers and their clerks to realize what is possible in window display and the importance of it when properly done.

This Christmas the contest is on again. It has been announced in recent issues in detail. When you have your best display arranged, why not have it photographed and entered in the contest? Apart from the prizes, which are in themselves worth striving for, the honor of winning a high place of merit in competition with every store in the country, means much. A win also means greater interest and greater enthusiasm as regards the future.

So that dealers and clerks in the smaller centres do not have to compete with those in the larger cities, there are two classes to the contest—one for cities over 10,000 population and one for places under that number. Now that you will soon be having the big Christmas trim ready, arrange with the best commercial photographer in the town or city to get a good picture of it. The contest closes on December 31 when every picture should be in. Send along with it a description. This is essential to reproducing the window should it receive a prize. Full instructions are, however, given on another page.

There is also a Christmas ad.-writing contest. All that is necessary in this is to clip the advertisement from the newspaper and mail it to *Canadian Grocer* with your experiences on the business-building powers of good advertising. Let everybody come in on these contests. Make it "Business as Usual."

Show Cards Made Easy.

READERS of Canadian Grocer can confidently look forward to a splendid series of articles on card-writing which we announced in a recent issue. This will be a "Show-Card-Made-Easy" course. R. T. D. Edwards, the writer of the series, has given his best endeavors to make this the simplest course that has ever been presented to the readers of any business paper in Canada. He has cut out what he terms the "red-tape" in card-writing and has got right down to business from the drop of the hat. The lessons will be so prepared that the student will be writing cards from the commencement of his studies.

Mr. Edwards is himself one of the best card-writers in the Dominion. Last year he distinguished himself at the convention of the Canadian Window

Trimmers' Association by winning first prize with a series of finely written cards. The first article will appear in the first issue of the New Year.

The Empire's Food and Canada's Position.

NOT to-day do we realize the importance of the service which Canada can do in feeding the people of the United Kingdom; a year hence is when the strain will be felt. The war has not interfered with the world's harvest of 1914 to any serious extent; what the harvest of 1915 will be no one can foretell at the present moment, but everything points to a very serious agricultural disorganization throughout Europe. In the crisis Canada may play a more important part in supplying wheat than in supplying men and the report that the area for cultivation on the prairies has been increased by twenty-five per cent. (sometimes estimates are 50 per cent.) this fall has a wealth of significance. It indicates that the people "are coming back to earth."

The development of Western Canada must necessarily be agricultural. Farming is the one great industry. Realization of the great agricultural resources of the country brought an inrush of wealth and, with it, a tendency to discount the future.

The readjustment will be complete when production catches stride with the rapid development of other interests; when the actual money is being brought out of the ground that warrants the value which has been placed upon it. An acreage increase of twenty-five per cent. in one year is a long stride in this direction. Our rapid advance has been due to a considerable extent to "what the country can do"; "what the country is doing," is a better basis.

The future has not been over-estimated but the inclination has been strong to discount that future; to realize upon an asset without making that asset produce. Now we are to have the production.

Five Healthy Maxims

A SECTION of the Canadian Credit Men's Association has sent circulars to the retail trade suggesting lines of policy in five directions that it appeared advisable for them to follow. These were: (1) Prompt collection of all accounts due; (2) Limitation of credit except to those who pay promptly; (3) Exercise of care in buying and the avoidance of being overstocked; (4) Keeping the stock insured; (5) Arranging promptly for maturing bills. These are the best of maxims at every season when business must be sought for, or when it seems to come to him who waits.

Editorial Notes

CHRISTMAS is coming in on us. Are sales equal to last year?

* * *

THE WINDOW display contest is open to every clerk and dealer in Canada and Newfoundland.

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SURELY THERE are other things than tea the government can find to tax—it is the national beverage for rich and poor alike in Canada.

* * *

"OUR BUSINESS is away ahead of last year," remarked a country merchant the other day. "And why shouldn't it be," he added, "when the farmers have more money to spend?" As agriculture is one of the big sources of wealth our faith and optimism in Canada's future should be great.

Patriotism and Giving.

From Financial Post.

"FOR a man who has $250,000 worth of shares in one big dividend-paying company alone to give only $10 to the Patriotic Fund is worse than 'calling with an ace full.'" Such is the charge made by a weekly paper which was placed in the hands of The Financial Post, by one of the latter's readers. Whether or not the weekly in question was correctly informed we cannot say. A man may give much more to his country than can be measured by the dollars he contributes to the patriotic fund. There are many men in Canada in whose name stands stock of dividend-paying companies to a much greater extent than $250,000 who would not be justified in giving ten cents to the Patriotic Fund.

It is exceedingly easy to flippantly criticize and condemn contributors to the patriotic or other funds but before doing so, the facts should be known. There are to-day many "reputed" wealthy men who are now, and have for years, carried a heavy load. The stock which is credited to them may be in the bank vaults. To get it from the bank by paying off the debt due the bank, is the cause of sleepless nights and shortened lives. At no period has the strain been more acute than at the present time. Such men are not justified in giving large sums to patriotic and charitable objects. If they do, they are giving to these objects, money, roughly speaking, not belonging to them.

There are many men enjoying regular salaries, but who own neither home nor shares in dividend paying companies, who are in a much better position to pay $10 to the patriotic fund than many men whose names appear in stocks and share lists as holders of $250,000 or more. The nature of the criticism which we quoted at the outset of this article, calls to mind the case of the late Mr. Massey, the head of one of the largest manufacturing interests developed in the Dominion. When his project was taking shape and began to take upon itself somewhat large physical proportions in the form of factory plants and stocks necessary to keep it going, he was appealed to for contributions to every kind of philanthropic purpose. Perhaps the most importunate solicitors were those from the church to which he belonged. He was obdurate, however, and succeeded in side-tracking all requests by the promise that some day he would do something for them. His co-religionists used such language even in his presence, as implied that his penury was mean and contemptible. Externally, his business was of, seemingly such large proportions as to leave the impression that he was immensely wealthy. As a matter of fact, he carried a terrific load of debt. It was measured by millions. Out of unsuccessful enterprises he assumed the burden and responsibility of making one that would be successful. To do so meant the assumption of a vast debt and its contingent worry. He could have chosen another alternative which would have permitted him to retire in comfort. But he preferred to do otherwise. He courageously faced a task the success of which meant more for his country than for himself. That he could not have done without his undaunted faith in the future of the Dominion. His faith was justified and in time the debt disappeared and in its place a surplus arose. Then came the time when contributions could honestly be made to worthy objects. Mr. Massey, when his position justified it, gave liberally and his estate has ever since given liberally for the public good.

Selling Suggestions for the Fish Department

Dealers Urge That Hotels be Reminded of Special Seasons, Such as Advent — Fish Makes Splendid Change From Usual Meat Menus—The Time to Push Sales.

SELLING fish depends upon many things. First of all, it depends upon having the goods. Secondly, it depends upon good salesmanship. In those two regards it is much like selling anything else. But it also depends at any rate for certain months in the year upon the religious susceptibilities of the public, as instance the present very much increased returns among fish people because we are in the middle of Advent.

During Advent a good many people religiously observe the rules of diet prescribed for them. The wise fish-man takes notice of the calendar and acts accordingly. If he stocks fruit and vegetable and game as well he gives precedence during Advent to the fish. He makes a good window display, and illustrates it by cards, calling the public attention to the why and the wherefore of the display being wholly fish instead of the medley of green-stuffs and game, and so on, which they are used to seeing. He tells his customers who come to buy other lines that it is Advent. Usually the outsider does not know. "It is surprising," said one salesman to Canadian Grocer recently, "how few people bother to look at their calendars, even though they are of the religious belief that would enjoin them so to do." All that is necessary, in a good many cases, is the jog of the money and the returns of fish sales go up immediately. It is all a case of taking the tide at the flood. The opportunity of a lifetime should be seized in the lifetime of the opportunity. Selling fish is often a matter of this seizing of opportunity.

Money in Hotel Trade.

In addition to this window display and personal reminder of the fish season, one dealer told Canadian Grocer that he was careful to remind the hotels. Many of them would overlook the fact that this is fish time, unless the fish salesman reminded them. Then, the bill of fare contains several fish dishes. More fish is eaten, and more fish is consequently sold, all because some enterprizing dealer "got after" the trade in a quick manner. "It does not take five minutes," said one dealer, "to call up the hotel catering departments, but it brings in a good deal of trade, so it is worth while to bother spending the time."

The observance of Advent is getting a good deal more rigid and popular in the opinion of a number of fish dealers. Whereas a few years ago meat was always the staple dish of a family's dinner, and the fish diet was only observed by those of certain religious faiths, a majority of people vary their dinner menu frequently by fish dishes. There is just as much nutriment to be got from them. And, if variety is the spice of the dinner table, there is just as much variation to be had in fish dishes as in meats. The hotels are doing their part. Many of them have two and three choices of fish for their patrons, where a few years ago they would not have more than one, if even they had that. The tea rooms and restaurants and small cafes nearly always have at least one fish dish each day. "Fish on Friday" has become "Fish every day," and the public taste has become attuned to the supply.

There is a good deal more fish sold and eaten in Montreal than there is in Toronto. The primary reason, of course, is that the French metropolis has a great percentage of people who observe the custom. Fish, if it is well iced, should keep perfectly well, notwithstanding a twelve hours' extra journey from Montreal to Toronto.

The Time to Display Fish.

The retailer has his opportunity now to push the sale of fish. It is a paying line; the public is becoming more and more used to it as a staple article of diet; right now is a time when people regard the fish diet with general favor because of their general religious principles, and if they have the fish shown to them, displayed well, and talked about well, they will buy it in more and more quantities.

Take advantage of the opportunity. Display and talk about the connection between fish and Advent, and you will find it pays.

HAMILTON GROCERS' OFFICERS.

Hamilton, Dec. 10—(Special).—The 1915 officers of the Retail Grocers' Association were elected at the last meeting as follows:—

J. M. Semmens, president.

John Knox, first vice-president.

James Lawrie, second vice-president.

James Main, treasurer.

M. R. Hill, secretary.

J. C. Clark, J. A. McIntosh, J. L. McLachlin, E. H. Soules and John L. Brown, executive.

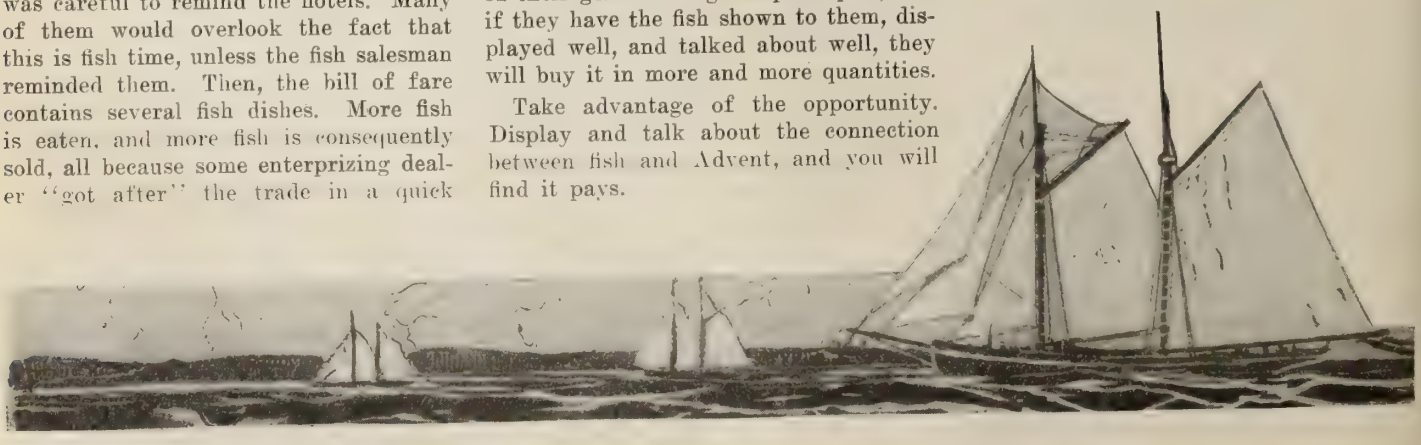
J. A. McIntosh and George Dawson, auditors.

A grant of $10 was made to each of the following charitable institutions: Boys' home, Girls' home, St. Mary's Orphan asylum, Home of the Friendless, Aged Women's Home, St. Peter's infirmary, Day nursery, Salvation Army Rescue home and the Mountain sanatorium.

THE BEST IN TRADE PAPERS.

From the Advocate, Vulcan, Alta.

Canadian Grocer in its last issue, published an article in defence of the retail grocer that should be read by every grocer in the province. The Maclean Publishing Co., of Toronto, publish a number of trade papers and are doing a great deal to advance the cause of the retail merchants. They give valuable information in each issue showing the merchant how to advertise in his local paper to get more business, how to dress his windows, arrange goods in his store and how to buy to advantage. Every retail merchant should subscribe for a trade paper and in this connection the Maclean Publishing Co. can supply you with the very best.



How Other Grocers Do Things



A Gift Basket.

A basket of fruit makes an ideal Christmas gift. So does a basket of provisions containing all kinds of Christmas goods. To some one in need nothing could be more acceptable than the latter. Many stores make it a feature from year to year to arrange a number of fancy baskets at different prices for such gifts. In every centre there are always a number of poor people not in a position to lay in much of a larder; friends in more affluent circumstances would not hesitate helping them out if a suggestion were tendered.

Following is an advertisement a grocer ran a year ago under the heading: "An Ideal Christmas Gift."

(Cut of basket well loaded appeared here.)

These baskets are packed with an assortment of the best quality, strictly fresh groceries. Give your orders now and we will deliver the baskets any time you desire. If you cannot come to the store in person, order your baskets by mail or telephone. We will send C. O. D. when requested.

EACH CHRISTMAS DINNER BASKET CONTAINS:

Can Condensed Soup
Dry Picked Chicken
Package Poultry Seasoning
Two Quarts White Potatoes
New Yellow Turnip
Can New Red Ripe Tomatoes
Package New Macaroni
Package Crisp Soda Biscuits
Large Can Baked Beans
Three Ripe Sweet Oranges
Three Red Eating Apples
Pound Plum Pudding
Pound New Mixed Nuts

All Packed in Basket for $1.50

We will deliver these baskets to any address within our regular delivery limits, on or before Wednesday, December 24. Orders are being taken now. As we are usually asked to handle thousands of these baskets in the two days preceding Christmas, it would greatly assist us if patrons would file their orders as early as possible.

Such an advertisement ought, of course, to be supplemented by a display of the baskets loaded with the provisions, in the window or in some conspicuous place inside the store.

* * *

A Chocolate Talk.

In an advertisement of chocolates and bonbons, the Finley Acker Co. of Philadelphia, U. S. A., the talk was made so interesting and the descriptions so convincing that it is herewith reproduced:

"Critical buyers and gift makers are enthusiastic in their praise of these exquisite Bon Bons.

"Each Bon Bon and Chocolate, an exquisite gem of the confectioner's art, is displayed in a separate compartment and tastefully arranged in a cushioned, ribbon-tied box of creamy whiteness, embossed in gold.

"Recognized as the most exquisite confection in America!

"An elegant and appropriate gift."

Few readers of such an advertisement could resist the appeal.

* * *

Displaying Fancy Biscuits.

The H. Malcolmson grocery, Chatham, Ont., has a novel idea for the advantageous displaying of its assortment of fancy biscuits.

There is a short section of wooden counter between the silent salesmen in the biscuit and confectionery department, which is convenient and necessary for wrapping parcels. A section of the woodwork on top has been removed and the aperture, a few feet square, fitted with a shallow box a couple of inches deep. This space is covered with a piece of plate glass on a level with the top of the counter.

The various grades of fancy biscuits are shown under this plate glass, which gives ample space for the displaying of one of each kind of biscuit. The display is right under the customer's eye and he can readily make a selection of what he wants without the trouble of lifting boxes from the shelves or the difficulty of inspecting the biscuits at long distance. Thus, in filling an order, the clerk has merely to handle the kinds necessary to make up the actual order and is not compelled to pull down perhaps half a dozen boxes merely for examination. Considerable time is thus saved.

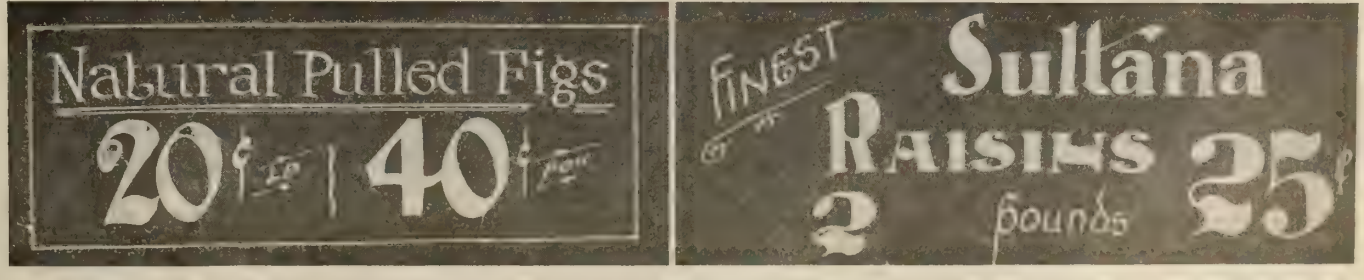
Though not done in this case, it would be feasible with this device to price mark the biscuit displayed, should this be deemed advisable.

* * *

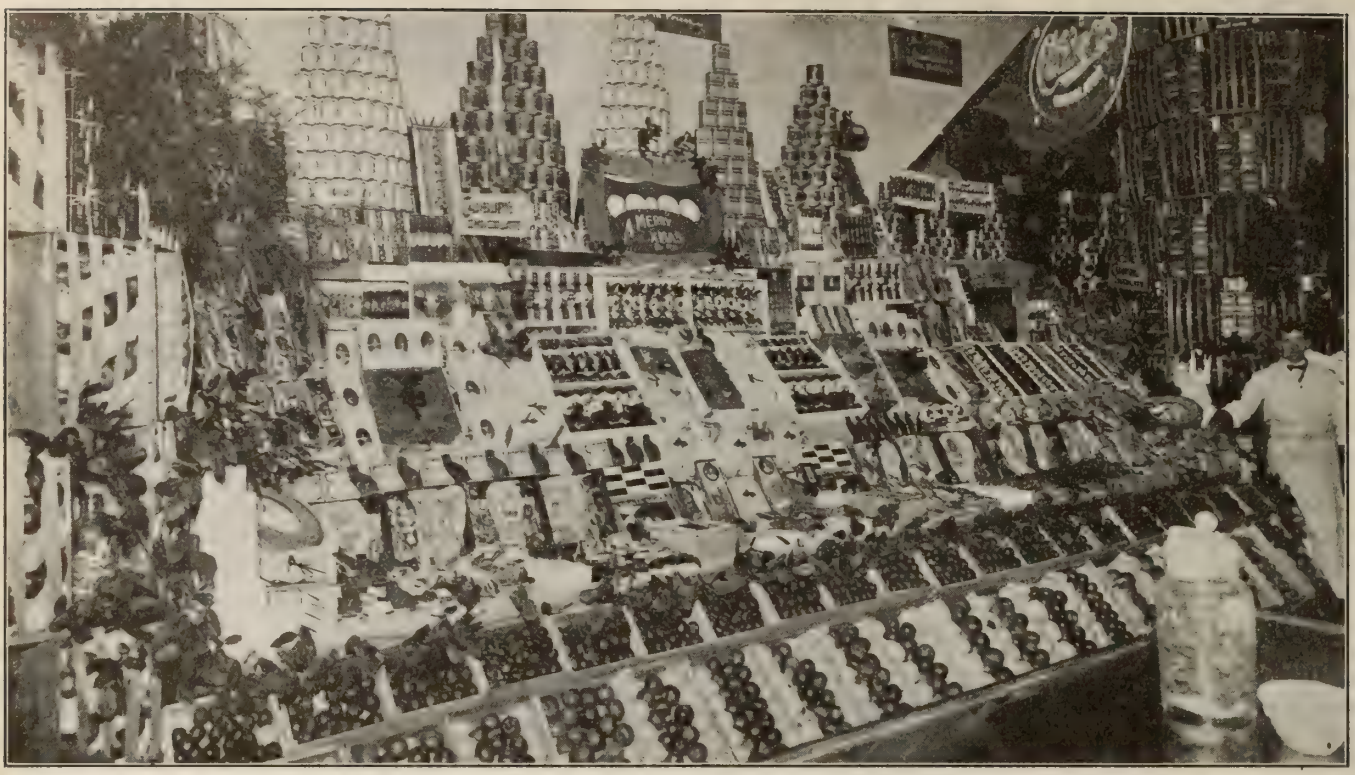
Heading of the Ad.

"Every little saving has a meaning all its own," is the heading an Aylmer, Ont., grocer uses in a newspaper advertisement. This is followed up by the following talk: "Therefore save by taking advantage of the following prices during the next week at the 'Maple Leaf' Grocery."

Hargreaves (Canada), Ltd., Front St. E., Toronto, are sending out to the trade a nicely gotten up waistcoat pocket diary for the year 1915. The diary is splendidly arranged with gilt edges, rounded corners, and limp leather cover. It contains much useful information on population, weights and measures, a 1915 calendar, etc., in addition to an accident insurance coupon for five hundred pounds sterling. Any grocer writing on his letter head will be forwarded a copy.



Show card suggestions suitable for Christmas time. The descriptive words "Natural Pulled" and "Finest Sultana" are what get the attention of the passer-by used by a Hamilton grocer.



How a Vancouver grocer partly overcomes the frosted window trouble—he makes an attractive Christmas display inside the store.



This Christmas display was shown by McKinnon's, Limited, Weyburn, Sask. This shows the possibilities with large windows.

Shelled Walnut, Sultanas and Fig Situation

While a Few Walnuts Have Arrived, Supplies Have Been Entirely Inadequate — Unless "Hesperian" Brings Shipments Distant Districts From Atlantic Will Likely Have to Get Through Christmas Without Them—Shortage in Sultanas and Figs Being Held Up in U. S.

MONTREAL, Dec. 10.—(Special). —By the time this is read, large shipments of new shelled walnuts will probably be in Canada, although not likely in the hands of the retailer. While it is understood that one Toronto house had a supply as early as Nov. 24, yet the majority of importers, brokers, wholesalers and retailers, are still looking anxiously in the direction of the Atlantic, on which the bulk of these Christmas delicacies are still tossing.

Shipments were expected on the S. S. "Englishman" last week and earlier shipments were expected on the Allan liner "Hesperian," which is due to reach St. John, N.B., on Thursday or Friday, after being delayed fifteen days by a dockers' strike at Liverpool. Early this week it was impossible to say whether the "Hesperian" carried new walnuts or not, as no papers had arrived, and the Allan Line officials said it was useless to cable. Supposing they are on the "Hesperian" they will not be available to the retailer before Monday.

Under the existing labor conditions at Liverpool it is possible that the walnuts were removed from the "Hesperian" to provide room for perishable goods, as the shipping companies are responsible for these, and will naturally give them precedence. If not on the "Hesperian" they will surely be on the C.P.R. liner "Missanabie," which left Liverpool ahead of time, and should reach St. John on Thursday. Large stocks are expected on her.

That is the situation, and grocers from one end of the Dominion to the other have felt uneasy for a week past. Brokers have received telegrams from coast to coast, asking for details re shelled walnuts. One of the large department stores, like everybody else, was without supplies. It was beginning to receive the usual Christmas inquiries for walnuts. Last Saturday the manager got in touch with the Toronto house who were fortunate enough to get early shipment, and made a deal for five boxes, just sufficient to carry them over the week.

The Prices Being Quoted.

Shipments expected on the "Hesperian" are all sold, brokers getting as high as 45c for them. Supplies for later delivery are quoted at 37c, whereas a year ago the price was 28½c. For January delivery the price to wholesaler drops to 30c, and still lower prices are predicted as, owing to late arrival, the market is liable to be flooded with nuts when the festive season is over.

New York is no better off than Montreal. Bennett, Day & Co., one of the biggest shelled walnut houses in America, cannot offer nuts to Canadian trade before Dec. 11, and Wm. A. Higgins, New York, is in about the same position.

In the meantime, Western wholesalers who have contracted in Europe for nuts at 28c are wiring Montreal for particulars regarding shipments at 38c. It looks as though very high prices will be asked for new shelled walnuts until Christmas, and after that a big slump is liable to take place.

Probable Shortage in Sultanas.

So much for nuts. The next important item on the Christmas program is Sultanas. Grave fears are held that the bulk of them will not be here for Christmas. They come from Smyrna, which is in Turkey—an enemy of Great Britain. One importer, at least, managed to get a supply through via London, which were examined before leaving, and are of good quality. Supplies direct from Smyrna may arrive any day. Prices are high, and sharp advances are expected owing to scarcity both here and in London.

A large importer in Montreal ordered 1,500 boxes, and not a single one has arrived. The situation is aggravated further by the fact that the Canadian Government will not allow anything in, that did not leave Turkey prior to Nov. 12. Shipments which left later than this will be seized by the Customs, and held for a sitting of the Prize Court—something new for Montreal. The Customs authorities console importers by saying they will not be obliged to pay for shipments, but payment in many cases has already been made by bankers' letters of credit.

Figs Held in New York.

A firm of New York importers, writing to their agents here, state that the American Department of Agriculture is holding shipments of Turkish figs, though they may release them next week. They complain that the American Customs authorities have handicapped them all fall by holding up merchandise. Consequently prices are very firm. This is probably an effort on the part of the American Government to prevent figs coming to Canada which left Turkey after war was declared. A Montreal importer says figs have gone out of sight. All he has left are some Smyrna naturals in bags, the usual price of which to wholesalers is 7c, but have advanced 2c already. As Smyrna is blocked, the United States is not likely to secure further large stocks. Similar conditions exist in the date market, supplies of which are being held in New York for high prices.

Canadian Grocer was told this week that the peel situation was very interesting, as a serious scarcity was imminent. Currants are firm and were advanced this week ½c lb. on 1-lb. packages, and ¼c on loose.

POTATOES FOR U.S.
Quarantine Lifted and Exports Should Increase Materially.

Potatoes may be expected to increase in price as the American market is again being thrown open to Canada. On December 1st as previously noted the American secretary of Agriculture lifted quarantine against Canadian potatoes laid December 22, 1913, and, hereafter, Canadian potatoes will be permitted to enter the United States upon compliance with regulations governing the importations as modified to-day. Potatoes grown from clean seed on land which has not produced a diseased crop or that have not been in contact with any source of infection and which have been inspected and certified under regulations approved by the Federal Horticultural Board, may be admitted.

Canadian potatoes will be admitted only through the ports of New York and Boston, where the Federal Horticultural Board maintains inspectors.

Under the regulations governing the entry of foreign potatoes into the United States, a permit for the entry of potatoes must first be taken out by the importer. Such potatoes must be officially certified by the country of origin as free from infection and will be again examined at the port of entry by inspectors of the Department of Agriculture. If any diseased potatoes are found in the shipment the entire shipment will be refused entry

Lobster Packers Ask for Close Season for 1915

Deputation to Dominion Government Request No Packers' Licenses for a Year—Usual European Demand Curtailed by the War and Supplies on Hand Are Large — Objections From the Fishermen.

HALIFAX, Dec. 9.—(Special.)—The lobster packing industry of Nova Scotia and the other Atlantic provinces engaged in it is in a serious condition. This statement is now made on the authority of R. H. Williams, of Halifax, representative of one of the largest lobster exporting establishments in Canada. To save the industry from tremendous losses, the packers have asked the Dominion Government to prohibit all lobster packing in 1915. The Government would not hesitate to do this were it not that they may fear its political effect in case the fishermen object, as they are doing, for, were packing to cease, there would be no market at the factories for the lobster fishermen's catch all round the shores, and no labor in the factories for the "help" who have been accustomed to find employment there during the three months of the year in which packing is carried on.

The lobster packers at a meeting in Halifax passed a resolution in favor of a close season, deciding also to send a delegation to Ottawa, and further to hold meetings at strategic points on the shore where the question could be discussed with the fishermen. The deputation has been to Ottawa, but nothing definite has been decided upon.

Figures on the Pack.

The pack of last season was 160,000 cases, besides 10,000 more in Newfoundland. Mr. Williams says that only half of this pack has been sold, and there are besides the 10,000 cases from Newfoundland at $20 a case, which would be low, this means that the value of the lobster pack of 1914 is $3,600,000 as a minimum, and that there are to-day in hand unsold lobsters that should be worth $1,800,000, but for which to-day there is no market. This has been brought about by the war, which stopped purchases in Europe. Mr. Williams, who is very frank in his advocacy of a close season, sees that there will be a very heavy slump in the price of lobsters. The half of last year's pack, now on hand, will be more than enough to meet the demand next year, even if the war should end next spring.

Lobsters as a Food.

The price of new lobsters, Mr. Williams says, will be based upon what the old stocks will be offered at, and the price of the old will be based below that of the new and reduced to whatever extent is necessary to sell them. The buyers will naturally take advantage of such a situation. We have seen such a method in operation as recently as 1908 in the financial crisis of that year. To-day's situation is worse. Still in 1908 prices fell $8 to $12 per case in a few days. "I cannot say how much of a fall will occur in January if packing is resumed," says Mr. Williams. How long can the price go? Canned lobsters are a luxury and no extra demand for a luxury can be created in war times. Therefore they will have to be brought down to a food value to expect a quick sale. A pound of meat, Mr. Williams concedes, is better than a pound of lobster as a food. Twenty cents per pound is only equal to $9.60 per case of 48 pounds to the consumer. This is only half the price recently paid for lobsters. At a price of $9.60 per case, Mr. Williams says, the fishermen would have to take four cents per pound less for the lobsters he brings to the factory, and he does not think the fishermen would be willing to take that. Not more could be paid, however, and at the same time the exporters would have to cut in half the price of the pack they have on hand from last year, and some carrying over to next, meaning a loss to them in the aggregate of more than a million dollars.

In a circular being sent to the fishermen, Mr. Williams proceeds to discuss more directly the financial aspect of the question when he says: "Money is getting tight and money will get tighter yet. Canadian banks are struggling to keep their credit good, and although they are being urged to keep Britain doing "business as usual," and while they are trying to protect their usual customers, they are watching the prospects of each line of trade closer than ever before. Naturally, too, they are observing this lobster business. How can lobster packers or shippers expect bankers to make advances as usual towards packing a luxury, that is not wanted in these times? How can we dispose of a luxury when Governments and all officialdom advise the general public to economize? Already the banks have advances against lobster factories and stocks of over a million dollars, which amount is likely increased by their holdings abroad. Firms in Europe who have usually supplied much of the money required in advance, are either unwilling or unable to continue doing so under existing circumstances.

Will the Banks Advance $3,000,000.

Will our Canadian banks advance a further two or three million dollars towards financing this business as it appears to-day when their funds are needed in more promising and profitable channels. They could show good reason to the Government for declining such business. "This is a delicate business," says Mr. Williams, "a dangerous one to place before the public. It is hardly one which any of us will dare to confide to another about, but it is one which each and every one of us has to consider."

Mr. Williams concludes what is really a plea to the fishermen by asking if the average fishermen will fish lobsters at one or two cents a pound. He, therefore, advises that 1915 be ordered a close season, and by 1916 there would, after a year's rest, be a better supply of lobsters obtainable, and then he has an illuminating resume of the situation, evidently intended for the packers as well as the fishermen, by saying:

"If we do not get together, if some of us insist on fishing and packing next season, we will demonstrate that we have no interest in the goose that lays the golden egg. We will give ourselves considerable work and exertion that can only mean a loss. We will destroy the markets and our own credits. We will have been forewarned and yet demonstrate our foolishness to the general public—and although personally I do not believe that we could finish our season because of lack of funds—many of us will have more debts than profits for 1915 and a demoralized market still facing us in 1916."

What the outcome will be cannot be foretold, but it seems certain that if packing is permitted heavy losses will be sustained by the exporters, and whether packing goes on or not, the fishermen will lose, for they will either have to take very low prices for their catches or have no catch at all. A million or more of dollars is already at stake by the packers and exporters alone.

Current News

Quebec and Maritime Provinces.

Carriere & Blouin, grocers, have registered in Sherbrooke, Que.

N. Ethier & Cie. have registered in Montreal in the grocery business.

P. C. Shannon, formerly in business as grocer in Montreal with his brothers, the late Neil and Alexander Shannon, died on Saturday last, aged 64.

Mortimer B. Davis, of the Imperial Tobacco Company, Montreal, has equipped and given a motorcycle corps of six men to accompany the second contingent.

The sympathy of the trade is extended to Albert Hudon, of Hudon, Orsali, Limited, wholesale grocers, Montreal, on the death of his wife, which occurred last week.

Phillip Charest, who recently opened a store at the corner of De L'Epee and Lajoie streets, Outremont, Que., had a fire last week which did damage amounting to $2,500.

Lt.-Col. John A. Gunn, of Gunn, Langlois & Co., Montreal, received word on Monday last that fire has destroyed the poultry feeding house belonging to Gunn's, Limited, at Harriston, Ont., in which were nearly 5,000 fowls being fed for killing. Nearly all the birds were smothered by the smoke or burned to death.

T. H. Estabrooks, St. John, N.B., who was one of the prime movers in the formation of the Home Guard in that city, has made an offer to purchase sufficient rifles to supply one company if they cannot be secured in any other way. Walter A. Harrison, who is associated with T. H. Estabrooks Co., Limited, in St. John, is going to the front as a captain of artillery. Mr. Estabrooks has, too, contributed generously to the Patriotic Fund.

Ontario.

Geo. Foster, grocer, Orangeville, Ont., has sold to T. A. Temple.

G. S. Brock, grocer, Toronto, is succeeded by J. C. Walker.

Wm. Bruce & Son, general merchants, London, Ont., have sold to Hiram English.

The merchants of Aylmer, Ont., are considering the formation of a branch of the Retail Merchants' Association.

The Brantford Scale Co. are asking for tenders on a new building in Brantford, Ont., 50 by 150 feet in dimensions. It will be three storeys high.

Henri de Leeuw, grocery broker, Toronto, has moved into new offices, Nos. 202, 202A and 202B in the Pacific Building, corner Wellington and Scott streets. His former address was 28 Front street East.

W. T. Ott, Incorporated, Toronto, manufacturers' agents, have taken over the business of the Connell-Ott, Limited. The new company is located at 32-36 Front street West.

A merchant of Northern Ontario was charged recently with keeping his place of business open after prohibited hours. He had secured the services of an auctioneer, who claimed that he was licensed to sell at any time. The case was a test one, and the merchant was fined $5 and costs for violating the early-closing by-law.

Western Canada.

R. Mills & Co., grocers, St. James, Man., sustained a fire loss recently.

Theodore Enns, general merchant, Blaine Lake, Sask., has sold to Dalzell Bros.



J. M. SEMMENS,

Who was re-elected president of the Hamilton Retail Grocers' Association at the annual meeting.

Nairn & McCairn, grocers, Moose Jaw, Sask., have sold to Ganon Bros.

The Hillcrest Co-operative Society, Ltd., Hillcrest Mines, Alta., has assigned.

Walsh Bros., general merchants, Oxbow, Sask., have sold to J. J. Pickard & Son.

A. Corriveau, general merchant, Montmartre, Sask., has sold to C. J. Berthiaume.

The stock and fixtures of the estate of John Galloway, Wellwood, Man., have been sold to the Wellwood Trading Co.

The wholesale grocers of Winnipeg will close their establishments from Thursday evening, Dec. 24, until December 29, and also from December 31 until January 4 on account of the Christmas and New Year holidays.

James Ramsay, Limited, large department store proprietors in Edmonton, Alta., have decided to close their store on Saturdays at 6 o'clock, beginning on December 26. Extensive alterations have been taking place recently and these, the management feel, will enable everyone to do their shopping before that hour. This will mean a big thing for the clerks.

At a recent meeting of the Executive of the Retail Merchants' Association, of Vernon, B.C., who had undertaken the task of sounding the wishes of the merchants and business men as to the weekly half holiday, a fully signed agreement was presented, showing that the feeling was practically unanimous that this plan be adopted. It was planned to make the weekly half holidays effective throughout the year, these to commence the first Thursday in January, continuing throughout the year till December, the month of December being excluded from this arrangement. Also in any week in which a legal holiday occurs, the half holiday is not observed. The merchants will, too, close at 9 o'clock on Saturdays.

Salesmanship is a profession, not a day-labor proposition.

* * *

Sheldon says there are four stages of intelligence — ignorance, knowledge, learning, wisdom.

Christmas Trade Only Fair: Sultanas Scarce

Buying Chiefly of Hand-to-Mouth Character Despite Nearness of Christmas—Awkward Situation in Nuts—Tea is Still Firm and High—New Sultanas Very Scarce, and Figs and Dates Held Up.

Office of Publication, Toronto, Dec. 10, 1914.

TRADE is now pretty well confined to Christmas goods, but in many centres this is even not over brisk. The reason is that the retail trade is not buying in the usual quantities this year lest it should be caught with unsaleable goods when the holidays are over. This leads one to believe that during Christmas week there will be many orders come in from retailers who bought sparingly and who now find it necessary to replenish their stocks. This course shows the carefulness that is pervading the trade and it means that when the temporary depression has passed these men will be in a good solid position to take advantage of the more hopeful future.

The week has brought few changes in the market situation. The interesting features are the absence of adequate supplies of shelled walnuts and Sultanas. While one large importer received some shelled walnuts prior to last week, the shipment was not large enough to go very far round and he had soon disposed of them. Everybody is now awaiting the arrival of the Steamship "Hesperian" which by this time will likely have discharged her cargo at St. John, N.B. She is supposed to have shelled walnuts on board and if so some of the trade may yet have their supplies for Christmas. However, when the time it will require to get these nuts in the hands of the retailer at long distance from the seaboard is taken into consideration, there are bound to be many who will have to go without them.

The entrance of Turkey into the war has too, affected the usual supplies of Sultana raisins. While some have reached this country, the shipments have not been at all adequate to go round and prices are firmer. Since Turkey became one of Great Britain's enemies, Sultanas which left the ports of that Eastern country will not be permitted to enter Canada.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—
- Flour still quiet.
- Wheat moulee up to $33.
- Feed oats now 68c bushel.
- Decline in cornmeal.
- Feeds quiet again.

PRODUCE AND PROVISIONS—
- Eggs jump to 68 cents.
- Meat prices being shaded.
- Clear fat pork scarce.
- Cheese market firmer.
- No demand for live chickens.

FISH AND OYSTERS—
- Green cod very scarce.
- Little fresh fish arriving.
- Frozen herrings advancing.
- New Tomcods in.
- Oyster business not so brisk.

FRUITS AND VEGETABLES—
- No good beans coming in.
- Head lettuce, $1.40 box.
- Peppers, 65c small basket.
- No more Canadian spinach.
- Apple market still firm.
- Messina lemons cheaper.

GENERAL GROCERIES—
- Shipment new shelled walnuts expected.
- Sultanas very scarce.
- New currants poor quality.
- Imported rice market firm.
- Split peas still hard to get.
- Crystalized fruits expected.

ONTARIO MARKETS.

FLOUR AND CEREALS—
- Trade dull.
- Export prices too high.
- Feed prices likely to go higher.

PRODUCE AND PROVISIONS—
- Eggs scarcer than ever.
- Creamery butter coming freely.
- Turkey suddenly scarce.
- Xmas trade in hams starts.

FISH AND OYSTERS—
- Fresh caught trout in.
- Cod and haddock plentiful.
- Frozen fish generally brisk.
- Haddie prices advance.

FRUIT AND VEGETABLES—
- Drop in California navels.
- Car of fresh vegetables in.
- Cranberries cheapest in years.
- Potato export talk a bluff.

GENERAL GROCERIES—
- Tea firm and high.
- Prunes bought for futures.
- Cuban sugar crop under way.
- Sultanas very scarce.
- Will those nuts arrive?

QUEBEC MARKETS.

Montreal, Dec. 10.—An Ontario firm of importers, who received a supply of new shelled walnuts before anybody else in Canada, sent about two score boxes to Montreal on Saturday, December 5. These were cleaned out almost immediately, and were only sufficient to last the firms who secured them for a few days. Everybody is awaiting anxiously the arrival of the Allan liner Hesperian, which is due in St. John, N.B., this week. It is not known for sure, but it is believed that she carries large shipments of new shelled walnuts, which should be in the hands of Eastern retailers early next week. If there are not on the Hesperian they should be on the Missanabie, which is due here a few days later. There is a possibility that stocks will arrive earlier by New York, although American importers advise that nothing is expected there before the latter part of this week.

A similar situation exists regarding Sultanas. The largest importers are completely at sea, in more senses than one. Their shipments are on the way from Smyrna, and it is not known for sure where they are, or whether they left Turkey before war was declared. If they did not, then they cannot enter Canada. At least one importer received supplies of Sultanas, which are being offered to the trade at fairly high prices. Sharp advances took place early in the week in Sultanas.

Business is active as Christmas approaches, which helps to relieve the monotony which has reigned during the past two months. A quiet three months is predicted after the end of the year. A considerable boom is also confidently expected should the war suddenly come to an end, as stocks are away down.

While business in the more expensive luxuries has fallen off, as a whole, Quebec has been good up to the present. One wholesaler gave an instance: he sent out thirty drafts recently; two were returned as having no money, one was returned with a cheque dated December 31, and the rest were paid. All Montreal wholesalers report better business than they expected.

SUGAR.—Weakness was shown by the New York market early in the week, but it strengthened later on receipt of news that rains were falling in Cuba, which caused holders to stiffen up again. No business was done higher than 2⅞ for raws. Refined is still at $5.10 there and $6.75 here. No improvement is shown in business, the demand usually being poor during December. Refiners state that the raws they are melting now are the most expensive they ever had. There is nothing to indicate a decline in the market here this week.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	6 75
20 lb. bags	6 85
2 and 5-lb. cartons	7 05
Yellow Sugars—	
No. 3	6 60
No. 1	6 35
Extra Ground Sugars—	
Barrels	7 15
50 lb. boxes	7 35
25 lb. boxes	7 55
Powdered Sugars—	
Barrels	6 95
50 lb. boxes	7 15
25 lb. boxes	7 35
Paris Lumps—	
100 lb. boxes	7 20
50 lb. boxes	7 30
25 lb. boxes	7 50

Crystal Diamonds—		
Barrels		7 40
100 lb. boxes		7 50
50 lb. boxes		7 60
25 lb. boxes		7 80
Cartons and half cartons		8 75
Crystal Dominoes, cartons		8 85

TEAS.—Opinions are divided among tea men regarding the tax which the Government is expected to impose. Some of the largest importers favor it; others regard it as the poor man's property, and declare that whisky and tobacco can stand it better. Many would favor a tax on land values as a more equitable taxation. The market continues strong, but dealers are still holding back. An offer for Ceylon blacks at 20c has been turned down this week. Low-grade Congous are firm. Nothing is offering in Japans less than 23c. Low grades and good mediums are exhausted.

DRIED FRUITS. — Some of the samples of new currants do not come up to those of previous years. Nevertheless the market is firm, and prices have been advanced ½c on lb. packages, and ¼c on loose. There are no surplus stocks of Malaga or Valencia raisins on hand, and both are firm. English candied peels are firm and hard to secure. A cent advance in lemon, orange and citron is probable. Some importers have been disappointed with Sultanas, supplies of which have been held up owing to trouble with Turkey. One firm who shipped 1,500 boxes direct from Smyrna has not received a single box, and will not unless shipment was made before November 12. One importer secured a supply via London, believed to be 1-lb. packages, which should bring high prices. Crystallized fruits from France are expected on the Hesperian, coming into St. John, and should be in Montreal by Monday. Muscatels are of good quality, and reasonable in price. California fruits are quiet. Wholesalers have got in their supplies and are looking to make sales. Much depends on how Christmas trade goes whether there will be any more buying.

EVAPORATED FRUITS.	Per lb.	
Apples, best winter	0 08½	0 09
Apricots	....	0 15
Nectarines, choice	....	0 11
Peaches, choice	....	0 09½
Pears, choice	....	0 13
DRIED FRUITS.		
Candied Peels—		
Citron	....	0 18
Lemon	....	0 11¾
Orange	....	0 11¾
Currants—		
Amalias, loose	....	0 07¾
Amalias, 1-lb. pkgs.	0 08½	0 08¾
Filiatras, fine, loose, new	....	0 07¾
Filiatras, packages, new	....	0 08½
Dates—		
Dromedary, package stock, per pkg..	0 10	0 13½
Fards, choicest	0 11	0 14½
Hallowee, loose	0 06	....
Hallowee, 1-lb. pkgs.	0 07½	0 08
Figs—		
8 crown, 12 lb. boxes, fancy, layer, lb.	....	0 15
7 crown, 12 lb. boxes, fancy, layer, lb.	....	0 14½
6 crown, 12 lb. boxes, fancy, layer, lb.	....	0 14
16 oz. glove boxes, box	....	0 13
Prunes—		
30 to 40, in 25-lb. boxes, faced	....	0 14
40 to 50, in 25-lb. boxes, faced	....	0 13
50 to 60, in 25-lb. boxes, faced	....	0 12
60 to 70, in 25-lb. boxes, faced	....	0 11½
70 to 80, in 25-lb. boxes, faced	....	0 10½
80 to 90, in 25-lb. boxes, faced	....	0 10
90 to 100, in 25-lb. boxes, faced	....	0 09½
Raisins—		
Malaga table, box of 22 lbs., 3-crown cluster, $2.60; 5-crown cluster	....	3 60
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	....	0 12
Valencia, new	0 08¾	0 09¼
Seedless, 16 oz.	....	0 12½
Seedless, 12 oz.	....	0 09
Seeded, 16 oz.	....	0 10
Choice seeded, 16 oz.	....	0 09½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

RICE.—Imported Patnas are strong, and small in supply. Same applies to Rangoons for import. New crop Patnas will be late in reaching England, later than March this year. Orders have been placed in London by the British and French Governments for 20,000 tons of rice to feed troops, which has strengthened the market. No decline took place in Montreal last week.

	Per cwt.
Rangoon Rices—	
Rangoon "B"	3 50
"C.C."	3 40
India bright	3 65
Lustre	3 75
Polished	5 25
Pearl	5 35
Fancy Rices—	Per cwt.
Imperial Glace	5 65
Sparkle	5 45
Crystal	5 85
Ice drips	6 20
Snow	6 05
Carolina head	7 85

Prices are per 100 lbs., packed in bags (250 lbs.), half bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

	Per lb.	
Imported Patna—		
Bags, 224 lbs.	0 06	0 06½
Half bags, 112 lbs.	0 05¾	0 06
Quarter bags, 56 lbs.	0 05⅞	0 06⅛
Velvet head Carolina	0 09½	0 10½
Sago, brown	0 06	0 06½
Tapioca—		
Pearl, lb.	0 05¼	0 06
Seed, lb.	0 05¼	0 06

MOLASSES.—Market is in statu quo. No forward business seems to be considered just now. Around Christmas it is customary for wholesalers to spy around for early shipments via St. John. This is likely to be delayed this year, as spot stocks in Montreal are understood to be good. Futures are likely to be high beginning with new crop. The demand for sugar will reduce the quantity of fancy molasses next year, and choice will be more in evidence.

Barbadoes Molasses—	Prices for Island of Montreal. Fancy.	Choice.
Puncheons	.38	.36
Barrels	.41	.39
Half barrels	.43	.42

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls.	0 04¼
Pails, 38½ lbs., $1.95; 25 lbs.	1 46
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Maple Syrups—	
Pure, per 8½ lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00
Maple sugar, pure, per lb.	0 10 0 11

COFFEE. — No changes have been made, and large importers state that they do not contemplate any until the end of the year. Business is quiet.

Coffee Roasted—		
Bogotas	0 26	0 30
Jamaica	0 23	0 24
Java	0 30	0 33
Maricaibo	0 22	0 25
Mexican	0 27	0 28
Mocha	0 29	0 31
Rio	0 17	0 20
Santos	0 21	0 22
Chicory, per lb.	0 10	0 12

NUTS.—Interest is centred around new shelled walnuts. As stated in Canadian Grocer last week, there were none in Montreal, all the large Montreal and New York importers having been disappointed. On Saturday, the Montreal branch of a Toronto firm received a small shipment from Toronto, which was immediately cleaned up, the price paid being 43c, which is below what has been paid for those arriving on the Hesperian this week. Filberts are active, and supply short. They are offering here at 12½c wholesale, whereas on the basis of New York price to-day they would be 13½c. Good supplies of shelled walnuts are expected in Montreal by Monday .

Almonds, Tara	....	0 18
Grenobles, new	0 15½	0 16½
Tarragonas, new	0 18½	0 19½
Marbots, new	0 12½	0 13½
Shelled walnuts, new, per lb.	....	0 43
Walnuts, in shell	....	0 16
Shelled almonds, 28-lb. boxes, per lb.	....	0 45
Sicily filberts	....	0 15
Pecans, large	....	0 18
Almonds	0 21	0 22
Brazils, new	....	0 15
Peanuts, No. 1, 12½c; No. 2	....	0 09¾
Peanuts, No. 3	....	0 08¾
Canadian chestnuts	....	0 12

SPICES.—Generally speaking, export demand is broad, which is keeping spot stocks down to small total in nearly all grades. An irregular demand is expected during remainder of December, varied by constant changes due to export needs and foreign factors not foreseen. Europe is poorly supplied for actual needs, and may at any time draw sharply on New York arrivals. Trade in Montreal is quiet. Cassias and gingers are lower than they have been for a long time. Supply of former is reduced on spot. Gingers are quiet. White peppers are scarce and in steady demand, and are likely to rule high. There is a good demand for nutmegs, and prices are low and safe. Pimento steady, and a shade firmer. Very moderate stocks of mace, and prices steady. Cloves are in active demand for spot and January delivery. Red pepper is scarce and strong. A London cable quotes black Tellicherry pepper two shillings lower than last quotations.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins. dozen.
Allspice	0 14—0 18	0 60—0 70	0 70—0 80
Cassia	0 22—0 25	0 72—0 90	0 80—0 90
Cayenne pepper	0 30—0 35	1 02—1 15	1 10—1 25
Cloves	0 35—0 40	1 15—1 30	1 25—1 40
Cream tartar—50c.			
Ginger, Cochin	0 18—0 23	....—....	....—....
Ginger, Jamaica	0 20—0 25	0 90—1 05	0 95—1 10
Mace	0 85—1 10	....—....	....—....
Nutmegs	0 30—0 35	1 02—1 20	1 10—1 25
Pepper, black	0 23—0 24	0 80—0 90	0 90—1 00
Pepper, white	0 32—0 33	1 05—1 10	1 1—1 20
Pastry spice	0 25—0 32	0 85—1 10	0 95—1 15
Pickling spice	0 20—0 25	0 75—0 90	0 80—0 95
Turmeric	0 20—0 22	....—....	....—....

Lower prices for pails, boxes or baliers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	....	0 12
Dutch	....	0 20
Cinnamon, Ceylon, lb.	....	0 60
Mustard seed, bulk	0 18	0 22
Celery seed, bulk	0 35	0 45
Cayenne chillies	0 25	0 30
Shredded cocoanut, in pails	0 20	0 25

DRIED VEGETABLES.—Wholesalers are paying from $2.40 to $2.50 for beans (3-lb. pickers). A good demand from England is holding the market pretty firm. Little business will be done now until the end of the year. More cars have been repected at $2.35, but good value can be secured at $2.40. Whole soup peas are scarce, and good boilers and bugless are bringing $2.40 to $2.50, for which the wholesaler gets $2.75 to $3, a high price, due to scarcity. There

are few split peas being offered. There are lots of inquiries, but few offering.

Beans—		
Hand picked, per bushel	....	2 85
Canadian, white, per bushel	....	2 65
Yellow, per bushel	....	3 25
Yellow eyes, per bushel	....	3 25
Lima, per lb.	0 08	0 08½
Peas, Imperial green, per bushel	....	2 50
Peas, white soup, per bushel	2 85	3 00
Barley, pot, per abg	....	3 50
Barley, pearl	....	4 50

CLARETS.—In discussing the price of claret, a large Montreal wholesaler states that while the price is down from the early war time, it is not a cent a gallon different from what it was this time last year. At the outbreak of war the price rose rapidly, but just as soon as more settled conditions set in it dropped. While he says that prices on some clarets may be lower, those on quality beverages are on a par with existing quotations of a year ago .

ONTARIO MARKETS.

Toronto, Dec. 10.—When you think that Christmas is little more than two weeks away, there is a marked indifference apparent on the part of the public this year. This is responsible for the more of less hand-to-mouth character of buying which is the chief feature of the general markets this week. Retailers do not seem inclined to get in their Christmas stocks in anything like the usual quantities. A little money expended often is the order of the day, rather than an extensive purchase made at once. Doubtless the method which is being followed is safer, but prices must necessarily be less attractive to the retailer than if he bought in a lump. Moreover, the probability is that at the last minute wholesale houses will be swamped with orders, and the retailer will not be able to secure all he wants. This applies to things that are peculiarly Christmas purchases; dried fruits, nuts, and so forth.

The situation in nuts is complicated, and very annoying for retailers and wholesalers alike. The "Hesperian," which is supposed to be carrying the belated cargo of Christmas nuts from Liverpool, is at St. John, but whether they are on board or not is not known at time of writing. Even if they are, delivery will be a week at least from today, and in the smaller cities, probably later than that.

Tea men are talking quite freely about the probability of a tax. Many factors enter into the discussion. Some people think a tax likely, and other have several reasons to urge against it. The general opinion is that there will be a tax on tea after the new year, and the big undeniable fact about it is that such a tax would ensure a large and continuous revenue, which is presumably what the Minister of Finance is looking for.

Importers in a number of lines are finding that trade is quiet on account of approaching stock-taking. The wholesaler does not want to buy new supplies just now if he can help it, preferring to clean up what he has on hand. This is pretty general.

SUGAR.—While prices remain for the present where they have been for some time, there is a noticeably improved local demand. The whole market has a stronger tone, partially resultant from that of the New York market, which has steadily strengthened during the last three weeks. The supply of sugars is, of course, light, but so far there is not a distinct pressure to sell. It is felt, though, that such a pressure may be forthcoming any minute. The new Cuban crop has started making, and there are three centrifugal factories in operation. Bad weather delayed the start a good deal because it retarded the growth of the sugar in the cane, but headway is being made now. Mr. Himely, an eminent crop authority in the States, estimates that, given normal weather, the production of the present campaign will be well over two million tons.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 81
20 lb. bags	6 91
10 lb. bags	6 96
2 and 5-lb. cartons	7 10
Nova Scotia refined, 100-lb. bags	6 71
Extra Ground Sugars—	
Barrels	7 21
50 lb. boxes	7 41
25 lb. boxes	7 61
Powdered Sugars—	
Barrels	7 01
50 lb. boxes	7 21
25 lb. boxes	7 41
Crystal Diamonds—	
Barrels	7 56
100 lb. boxes	7 56
50 lb. boxes	7 66
Paris Lumps—	
100 lb. boxes	7 56
50 lb. boxes	7 66
25 lb. boxes	7 86
Cartons (20 to case)	8 11
Cartons (50 to case)	8 61
Crystal Dominoes, cartons	8 71
Yellow Sugars—	
No. 1	6 41

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

TEA.—The market is firm and high, higher, in fact, than for twenty-five years, in the opinion of a prominent teaman. Stocks are exceedingly scarce. The latest Ceylon auction offered only 16,000 tons, which is regarded as low, the usual quantities being twenty to twenty-five thousand tons. It is in the high grades that the increase in price is most felt. There is an inclination on the part of the gardens, it is said, to pay little or no attention to quality these days, but put all their efforts into getting the quantity. So that buyers who want best quality teas have to pay for them. It was thought that prices would decline lately, but this has not materialized. Supplies of all grades are comparatively scarce. The weather has something to do with this, but in the main it seems to be due to the lack of boats to bring the stocks to London from Colombo and Ceylon. And the fact that a tax may lie somewhere in the offing does not tend to make the tea men any more pleased with themselves.

DRIED FRUITS.—Supply of Sultanas is scarce because of Turkey entering the war. There will be no more coming along, and wholesalers in general have few. Bakers will feel this considerably. Prunes are moving freely, and this is about the only fruit that the retailer seems to be buying for futures. He is wise to get in at the first price, which is the cheapest. Apricots are in good demand still, and supplies are fair. There is a scarcity of figs in naturals and tap figs, while the demand is brisk. There are a few box figs around, which have come via New York. Box figs, however, are more of a luxury than some other fruits, and may be hard to dispose of. Trade generally is as brisk as may be expected, but does not come up to last year's.

Apricots—		
Apples, evaporated, per lb.	0 06	0 06½
Standard, 25 lb. boxes	0 10	0 12
Choice, 25 lb. boxes	0 12	0 14
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lb.	0 07½	0 08
Amalas, choicest, per lb.	0 07½	0 08
Patras, per lb.	0 08	0 08½
Vostizzas, choice	0 09½	0 10
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 07½	0 09
Hallowees	0 07½	0 08
Prunes—		
30-40s, California, 25 lb. boxes	0 13½	0 14½
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12½
60-70s, 50 lb. boxes	0 10	0 10½
70-80s, 50 lb. boxes	0 09½	0 10
80-90s, 50 lb. boxes	0 09	0 09½
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 07	0 07½
25-lb. boxes ¼c more.		
Raisins—		
Sultana, choice, new	0 10	0 11
Sultana, fancy, new	0 12	0 14
Valencia	0 08¾	0 09½
Seeded, fancy, 1 lb. packets	0 10	0 10½
Seeded, choice, 1 lb. packets	0 09½	0 10
Seeded, choice, 12 oz.	....	0 08½
Seedless, 16 oz. packets	0 11	0 11½
Seedless, 12 oz. packets	....	0 10

NUTS.—Last week it was stated no new shelled walnuts had arrived. This was an error, as one large importer of nuts had received a couple of shipments which, however, were speedily picked up. He has no more left. So far there is no news that the large shipments of shelled almonds and walnuts which were held up have arrived in Canada, though it is thought they may be at St. John now. Even at that it will take likely till the 19th to get them to this market, and that leaves little time for the country retailer to handle them. But it is thought there may be some demand for after-Christmas trade, right up to New Year's, and there will be some buying on that account. The situation is awkward for the jobber. To a certain extent, the retailer will not feel the lack of these nuts so much this year as they might have done had it happened in other years, because buying in Christmas lines is being left till the last minute anyway. One house has a car of fresh filberts, which retailers will prob-

ably buy to help out in place of the walnuts and almonds. Prices are down 2c. Other lines show no change in prices. Brazils are in demand.

	Per lb.	
In Shell—		
Almonds, Tarragona	0 17½	0 20
Brazils, medium, new	0 11½	0 12½
Brazils, large, washed, new	0 13	0 15
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	....	0 17½
Walnuts, Bordeaux	....	0 14
Walnuts, Marbots	....	0 15
Shelled—		
Almonds	0 42	0 44
Filberts	....	0 35
Peanuts	0 10½	0 11½
Pecans	0 56	0 60
Walnuts	0 48	0 50

SPICES.—Prices of herbs show tendency to rise, though prices remain much the same. Reason for herbs advancing is that many come from Austria. Some have almost doubled in price since the outbreak of war, notably sage and savoury. Demand is but average. Still higher prices are regarded as likely in the near future.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	....—0 10	....—0 15
Allspice, whole	....—....	....—0 15
Cassia, whole	....—....	0 21—0 26
Cassia, ground	0 14—0 16	0 21—0 26
Cinnamon, Batavia	....—....	0 36—0 40
Cloves, whole	....—....	0 28—0 33
Cloves, ground	0 18—0 22	0 28—0 35
Cream of tartar	0 25—0 35	....—0 40
Curry powder	....—....	....—0 35
Ginger, Cochin	0 14—0 17	0 20—0 23
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, whole	....—....	0 24—0 27
Ginger, African, ground	....—....	....—0 16
Mace	....—....	0 80—1 05
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....—0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins	....—....	....—0 50
Pastry spice	....—....	0 22—0 25
Peppers, black, ground	0 12—0 16	0 19—0 22
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 19—0 24	0 30—0 33
Peppers, white, whole	....—....	0 27—0 30
Pickling spice	....—....	....—0 15
Turmeric	....—....	0 18—0 20

BEANS.—Demand shows some falling off this week. Buyers don't want beans and peas as much as fruits, while supply is almost inordinately high. This is influence of Christmas, just beginning to make itself felt. Prices remain stationary. Split peas are off the market.

Beans—	Per bushel.	
Canadian, hand picked	3 00	3 10
Canadian primes	2 85	2 95
Lima, per lb.	0 08¾	0 09
Peas, blue, Canadian, per bush.	3 00	3 10
Peas, whole, white, per bush.	3 00	3 10

MANITOBA MARKETS.

Winnipeg, Dec. 10.—This is, of course, the time of year when Xmas business assumes greatest importance. The demand for holiday lines is proving quite up to former years—a state of affairs highly satisfactory under prevailing conditions. The heavy snowfall, which has come recently, has brought improvement in orders, and there seems little doubt that the remaining weeks will be busy for the retailer. General business is reported as fair, and collections are on the whole satisfactory.

SUGAR.—No further decline has yet come, but some handlers are looking for a drop, especially as New York raws have eased off somewhat. Some plantations in the South have begun work on their new crop sugar, which gives further reason for another decline, even though the largest part of the American beet crop has now been manufactured. It is expected here that the next drop will come before the end of the year.

	Per cwt. in sacks.
Sugar, Eastern—	
Extra standard granulated	7 00
Extra ground or icing	7 00
Powdered	6 80
Lump, hard	7 45
Montreal yellow	6 10
Sugar, Western Ontario—	
Sacks, per 100 lbs.	6 90
Barrels, per cwt.	5 85
Halves, 50 lbs., per cwt.	5 90
Bales, 20 lbs., per cwt.	5 95
Powdered, barrels	6 20
Powdered, 50s	5 55
Powdered, 25s	6 85
Icing, barrels	6 75
Icing, 50s	6 90
Icing, 25s	6 90
Icing, pails	6 80
Cut loaf, barrels	6 60
Cut loaf, 50s	6 85
Cut loaf, 25s	7 10
Sugar, British Columbia—	
Extra standard granulated	6 70
Bar sugar	6 85
Icing sugar	7 05
Powdered sugar	6 85
H. P. lumps	7 55
Yellow	6 05
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 60
5-lb. tins, 1 doz. to case, per case	4 00
10-lb. tins, ½ doz. to case, per case	3 75
20-lb. tins, 3 tins to case, per case	3 70

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.
Barbadoes	0 53
New Orleans	0 34
Maple Syrups—	**Per case.**
Imperial quarts, case, 2 doz.	5 40
Imperial ½ gals., 1 doz.	5 55
New, pure, ½ gal. case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—Evaporated apples apparently have already touched their lowest level, and dealers may expect the present prices to hold only for a limited time. For those whose stocks are low, apples look like good buying. All lines of California dried fruit are showing strength over a week ago. Especially is this true of prunes, which have developed a considerable movement. Present low prices, though having prevailed in all these lines for some time, cannot hold much longer.

The week has seen a few minor price changes. Fard dates have advanced to $1.10. In currants, on the other hand, there has been noted a slight decline.

Apples, evaporated, new, 50's	....	0 06¾
Apples, evaporated, new, 25's	....	0 07
Apricots, choice, 25's	....	0 12
Apricots, choice, 10's	....	0 13
Apricots, standard, 25's	....	0 11¾
Currants—		
Dry clean	....	0 08
Washed	....	0 08½
1 lb. package	....	0 08¾
2 lb. package	....	0 17½
Vostizzas, 1 lb.	....	0 10½
Dates—		
Hallowee, loose, per lb.	....	0 06⅝
Hallowee, 1 lb. pkgs.	....	0 06¾
Fard dates, 12-lb. boxes	....	1 10
Peaches—		
Standard, 25-lb. boxes	....	0 06¾
Choice, 25-lb. boxes	....	0 07½
Choice, 10-lb. boxes	....	0 08½
Raisins, Valencias—		
Fine selected	2 35	2 45
Four crown layers	....	2 45
Table Raisins—		
F. O. S.	....	2 15
Fine selected, 14s	....	1 15
Fine selected, 7s	....	0 60
Vineyard clusters, 5½-lb. boxes	....	0 85
Vineyard clusters, 20 1-lb. bunches, per box	....	3 30
Extra dessert, 20 1-lb. bunches, per box	....	3 80
Royal Buckingham, 20 1-lb. bunches, per box	....	4 35
Royal Buckingham, 22 lbs. bulk, per box	....	4 30
Imperial Russians, 20 1-lb. bunches, per box	....	5 15
Excelsior Windsor, 20 1-lb. bunches, per box	....	5 55
Raisins, Sultanas—		
California bleached	....	0 11¼
Raisins, Muscatels—		
3 crown loose, 50's	....	0 08¼
3 crown, loose, 25's	....	0 08½
Choice, seeded, lb.	....	0 09⅛
Fancy seeded, lb.	....	0 09¾
1-oz. packages, fancy	....	0 08
12-oz. packages, choice	....	0 07½
Prunes, in 25-lb. boxes—		
90 to 100	....	0 07⅛
80 to 90	....	0 08⅛
70 to 80	....	0 08⅝
60 to 70	....	0 09⅛
50 to 60	....	0 09¾
40 to 50	....	0 10¼
Table Layer Figs—		
7-crown, 35-lb. boxes, per lb.	....	0 15½
6-crown, 10-lb. boxes, per lb.	....	0 13⅝
5-crown, 10-lb. boxes, per lb.	....	0 12½
4-crown, 10-lb. boxes, per lb.	....	0 11⅞
3-crown, 10-lb. boxes, per lb.	....	0 11½
Glove boxes, per doz.	....	1 70
Cooking figs, taps, about 25 lbs., lb.	....	0 05⅞
Cooking figs, choice naturals, 28-lb. bags, per lb.	....	0 05⅝

BEANS. — No change in price, and there is now a little doubt if the advance which has been expected in Canadian beans will take place. This advance would have been largely the result of increased demand, caused not only by the call for beans as food for the soldiers in Europe, but also brought about by the interference with shipments to Canada from Austria. Now, however, a new factor presents itself, in the form of Japanese beans coming in this year for the first time. These are taking the place of Austrian beans of former years. Experts say that these Japanese beans are of excellent quality and very good cooking. Prices also are reasonable, and the line may be expected to have a large sale, since Canadian beans are still being sold largely for export to Europe. It seems a somewhat peculiar state of affairs that the Canadian beans should be sold abroad, and Japanese beans brought in here to take their place. There are, however, a number of reasons for this. In the first place, the Canadian beans are all not of the best quality this year, and might be looked upon with a certain amount of disfavor on the local market. They are, however, in good demand in Europe. From the Japanese standpoint their beans can readily be shipped to Canada, whereas a good deal more difficulty would be experienced in moving their stocks to Great Britain or France, with the conditions in the Suez Canal district in such an unsettled state.

Beans—		
Foreign, hand-picked	....	3 30
Canadian, hand-picked	....	3 40
3-lb. pickers	....	2 85
California Lima Beans—		
Bag lots	....	0 08¼
Less than bag lots	....	0 08½
Barley—		
Pot, per sack, 96 lbs.	....	3 00
Pearl, per sack, 98 lbs.	....	4 15
Peas—		
Split peas, sack, 98 lbs.	3 30	4 75
Whole peas, bushel	....	2 50

ALBERTA MARKETS.

(By Wire.)

Edmonton, Dec. 10.—Trade in Edmonton district is brisk. In the country especially is it bright and well up to last year. Collections are increasing, especially in last ten days. No changes are reported in market prices.

Produce and Provisions—		
Cheese, per lb.	0 16½	0 17
Butter, creamery, per lb.	....	0 31
Butter, dairy, No. 1, 26c; No. 2	....	0 21
Lard, pure, 3's, per case	....	7 95
Lard, pure, 5's, per case	....	7 90
Lard, pure, 10's, per case	....	7 80

Lard, pure, 20's, each	....	2 53
General—		
Beans, Ontario, per bushel	....	2 95
Beans, Japan, per bush.	2 80	3 20
Coffee, whole roasted, Rio	0 18½	0 28
Evaporated apples, 50's	0 07½	0 08
Potatoes, per bush.	0 50	0 55
Rolled oats, 20's	....	0 79
Rolled oats, bail	3 25	3 75
Flour, 98s, $3.55-$3.65; rolled oats, 80's	....	2 50
Rice, per cwt.	....	4 50
Sugar, standard gran., per cwt.	7 30	7 40
Sugar, yellow, per cwt.	....	6 65
Canned Goods—		
Apples, gals., case	....	1 50
Corn, standard, per two dozen	2 05	2 10
Peas, standard, 2 dozen	....	2 10
Plums, Lombard	....	2 25
Peaches	....	3 25
Strawberries, $1.45; raspberries	....	4 00
Tomatoes, standard, per dozen	....	2 50
Salmon, sockeye, 4 doz. talls, case, 1s	....	9 50
Cohoes, 1's, $5.75; humpbacks, 1's	....	4 35
Fruits—		
Lemons	....	7 00

SASKATCHEWAN MARKETS.

(By Wire.)

Regina, Sask., Dec. 10.—The first week in December has been busy. All kinds of Christmas stuff is going out, and the usual assortment of Christmas lines are in good demand. Outside of special lines, however, merchants generally are not stocking up heavily. A decline of fifteen cents per case has taken place in all table syrups. This is said to be due largely to the lower price quoted on sugar. Creamery butter is up one cent. Eggs are scarce, and in fact fresh eggs are almost unobtainable. The bottom has fallen out of the poultry market, all lines of poultry being quoted at extraordinarily low figures. There are great quantities of poultry in the market, but there does not seem to be any demand. Fowl are 7 and 9 cents; chicken, 9 and 13c; duck, 10 and 12c; geese, 12 and 14c, and turkeys, 16 and 20c. Apricots have advanced one cent per pound, and lard is selling at twenty cents per case higher. Prunes have advanced one-half cent. Rolled oats are quoted in bails at $3.55.

Produce and Provisions—		
Butter, creamery, per lb.	0 29	0 30
Butter, dairy, No. 1	....	0 21
Cheese, per lb.	0 17⅞	0 18
Lard, 3's, per case	....	7 80
Lard, 5's, per case	....	7 75
Lard, 10's, per case	....	7 70
Lard, 20's, each	....	2 50
General—		
Beans, Ontario, per bushel	....	3 10
Coffee, whole roasted, Rio	0 17	0 17½
Cream of tartar, lb.	....	0 52
Cocoanut, lb.	....	0 20½
Evap. apples, 50's	....	0 07½
Potatoes, N.B., per bush.	....	0 95
Potatoes, Ontario, per bush.	....	0 90
Rolled oats, bail of 80 lbs.	....	3 55
Flour, 98's	....	3 55
Oysters, per gal.	....	2 50
Rice, per cwt.	....	4 30
Sugar, standard, gran., per cwt.	....	7 07
Sugar, yellow, per cwt.	....	6 53
Walnuts, shelled, 54c; almonds	....	0 53
Canned Goods—		
Apples, gals., case	....	1 30
Broken beans, 2's	....	2 60
Beans	....	2 23
Corn, standard, per 2 dozen	....	2 23
Peas, standard, per 2 dozen	....	2 23
Plums, Lombard	2 10	2 21
Peaches	....	3 16
Strawberries and raspberries	....	4 00
Tomatoes, standard, per dozen	2 35	2 60
Salmon—		
Sockeye, 1's, 4 doz. case	....	9 85
Sockeye, ½'s	....	12 35
Cohoes, 1's	....	6 00
Humpbacks, 1's	....	4 60
Fruits and Vegetables—		
Apples, per bbl., Ontario	4 00	4 25
Cranberries, per bbl.	....	7 00
Grapefruit, per crate	....	5 50
Sweet potatoes, per crate	....	4 50
Lemons	5 00	5 00
Oranges	3 25	4 00
Dried Fruits—		
Apricots, per lb.	....	0 12¾
Apples, per lb.	....	0 07½
Currants, per lb.	....	0 08¾

NEW BRUNSWICK MARKETS.

(By Wire.)

St. John, Dec. 10.—Christmas trade is bright. Collections through the province are fair. It is expected that nearly all holiday lines, such as nuts, peels and fruits will be exhausted by Christmas, as dealers are not stocking so heavily as other years. Arrival of shipment of cream of tartar has forced price down to 38-41 cents. Compound lard has slightly advanced to 10½ to 10¾ cents. Provision market is steady, with pork a little easier, Domestic being $27.50 to $28, and American $26 to $28.50. Beef is lower, at $26.50 to $27. Heavy shipments Canadian beans to European centres may cause upward price locally. Poultry is likely to be abundant and prices easy for Christmas trade. Eggs show a scarcity but quotings unchanged.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	....	0 17
Beef, barrel	26 50	27 00
Beef, corned, 1 lb.	3 15	3 30
Pork, American clear, per bbl.	26 00	28 50
Pork, domestic, per bbl.	27 50	28 00
Butter, dairy, per lb.	0 26	0 27
Butter, creamery, per lb.	0 29	0 30
Eggs	0 30	0 31
Lard, compound, per lb.	0 10½	0 10¾
Lard, pure, per lb.	0 13	0 13½
Cheese	0 16½	0 16¾
Flour and Cereals—		
Cornmeal, gran.	....	6 00
Cornmeal, ordinary	....	1 90
Flour, Manitoba, per bbl.	....	7 55
Flour, Ontario	....	6 85
Rolled oats, per bbl.	....	7 00
Oatmeal, standard, per bbl.	....	7 70
Fresh Fruits and Vegetables—		
Lemons, Messina, box	....	7 00
Oranges, Val., case	4 00	5 50
Potatoes, bbl.	1 25	1 35
Sugar—		
Standard granulated	6 90	7 00
United Empire	6 80	6 90
Bright yellow	6 70	6 80
No. 1 yellow	6 40	6 50
Paris lumps	8 00	8 25
Beans, white, per bush.	2 95	3 00
Beans, yellow eyes, per bush.	3 15	3 20
Canned pork and beans, per case	2 80	3 00
Molasses, per gal.	0 35	0 36
Cream of tartar, per lb., bulk	0 38	0 41
Currants, per lb.	0 08	0 08¼
Rice per cwt.	4 50	5 00

RETAILERS' RELATIONS TO NEW COMPENSATION ACT.

(Continued from page 23.)

per annum on their salaries to a common fund for this, and have injuries to their employees paid out of this common fund. Here the arrangement stands as it did under the old Act, by which injuries to employees, the amount to be assessed shall be determined between employer and employee, or by the court as before. The Board itself has little jurisdiction over the Part 2 of the Act.

Where then does the retail merchant come in?

Retailers' Clerks Same as Before.

The most important point to notice is that so far as nearly all his employees are concerned, he stands in exactly the same relation as he did before the Act was passed. If one of his clerks, either one employed in the business office or a salesman, is injured in his employ, he is liable to damages if he, the employer, was guilty of negligence, but if it was a case of negligence on the part of the employee this constitutes a bar, as it was before, to the recovery of damages.

WHAT PERCENTAGE.

In some cases where the risk of injury is small the payments it is understood will be "a mere bagatelle." In one case—so far as the schedule is arranged — where New York charges 4.15 per cent., the Ontario rate is only 2 p.c.; in another New York's is 1.17 p.c., and Ontario's only .8 p.c. For the retail staff, if they were included, it would be much less even than .8 per cent.

The clause referring to this class of labor reads: "**Persons engaged in clerical work, and not exposed to the hazards incident to the nature of the work carried on in the employment.**"

For Elevator Men.

On the other hand, there is a greater liability than before for other employees, such as the night watchman, the elevator men, delivery men, etc. In their case a special provision gives the employee a greater opportunity to recover damages than before, because it takes away from the employer the defence which he once had, by showing contributary negligence on the part of the employee. Under the new regulation, contributary negligence on the part of such employees will be a ground for reduction of damages, but not a bar to recovery. In this case the liability of the employer is increased.

Along with those engaged in clerical work, however, which are exempt from this provision, the law also includes farm laborers, domestic servants, and outworkers. This particular class would include delivery men, who are not directly in the employ of the firm, but who, for instance, are engaged by the firm at so much to do their work. These are among the staff known as "outworkers."

Another important clause should be noticed. In the case of all engaged in the operation of passenger or freight elevators whether it be in a building connected with an industry or a warehouse or shop or office or other building, all are brought under the operation of Part One, and the employer is required to furnish the names of all those who may be engaged in the operation of the elevator to the Board, and to pay a certain percentage per year on their salaries. If an accident occurred and damages were assessed for the fault of the person not so reported, the employer would be liable for the full amount of the damages, which he would have to pay himself, and which would not be paid out of the common fund.

Fruit and Vegetables

Drop in Price of Navels: Holly Supplies Are In

California Navels Drop in Both Montreal and Toronto — Apples Slow—Potato Export Talk Fizzles Out—Cranberries Cheaper Than For Years, and Good Quality—Cauliflowers Finished.

MONTREAL.

FRUIT.—One of the features of this week's market is a drop in price of oranges, California navels now being quoted 3.25-3.50. Mexican oranges are also cheaper—2.50 per box. Messina lemons are quoted from $3 to $3.50. Malaga heavy weight grapes are slightly cheaper, and can now be bought for $5 per keg. Apples are still bringing high prices, not a single quotation being below these of a week ago. The demand continues to be fairly good. Cranberries are cheaper, but will probably remain firm on the arrival of colder weather.

Apples—		
Baldwins, No. 1, bbl.	....	3 25
Spys. No. 1, bbl.	....	3 75
Russets, No. 1, bbl.	....	3 25
Greenings, No. 1, bbl.	....	3 50
Fameuse, No. 1, bbl.	....	5 00
McIntosh Reds, No. 1, bbl.	....	5 00
No. 2, all varieties, 50c less per barrel.		
Bananas, crate	**2 00**	**2 25**
Cranberries, bbl.	....	6 00
Grapefruits, Jamaica, case	....	3 00
Grapes, Malaga, keg	5 00	5 50
Lemons—		
Messina Verdelli extra fancy, 300 soze	3 00	3 50
Malaga, 420 size	....	5 00
Oranges—		
Cal. Navel, 150-176-200-216	....	3 50
Cal., 100-126-250-288 size box	....	3 25
Florida, 176-200-216	....	3 00
Florida, 126-150	....	$2 50
Mexican, 126-150-176-200-216-250	....	2 50
Evergreen, 160 yards to bale	....	2 50

VEGETABLES. — There are few American beans coming in, and prospects are for poorer quality and higher prices, as there has been a frost in Florida, which has possibly injured spinach and other lines. Parsley is about done here, and further supplies will come from the States. Sweet potatoes are quoted as high as 2.25-2.50 per hamper, with poor demand. Watercress is higher, 90c being asked per doz., there being none from Montreal, though further supplies may come later. Small baskets of 18 green peppers are bringing 65c. Californian cauliflowers are worth 1.75 per crate. California celery is worth $5 crate, and other lines 3.25 to 3.50. Leeks are up to 1.50-1.75 doz. Head lettuce brings 1.40 per box of 2 doz. and curly lettuce 1.25 per box. Spanish onions are still dear, bringing 3.75 to $4. Red onions are worth 1.50 for 75-lb. bags.

Artichokes, bag	....	1 25
Beans, American, basket	4 50	....
Beets, bag	....	0 75
Brussell Sprouts, bunch	....	1 00
Cabbage, per bbl.	....	1 25
Carrots, bag	0 50	0 75
Cauliflower, dozen	1 75	2 00
Cucumbers, doz.	1 50	1 75
Celery, crate	3 00	3 25
Leaks, doz.	....	1 50
Lettuce, head, per box	....	1 40
Curly lettuce, per box	....	1 25
Onions—		
Spanish, per case	....	4 00
Spanish, per ½ case	....	2 25
Red, 75-lb. bags	....	1 50
Parsnips, bag	0 50	0 75
Parsley, doz. bunches	....	0 15
Peppers, green, 3½-qt. basket	....	0 60
Potatoes—		
Montreal, bag	0 65	0 75
Potatoes, sweet, Jersey, hpr.	....	2 25
Spinach, American, in bbls.	....	2 50
Turnips, bag	0 50	0 75
Tomatoes, hothouse, lb.	0 15	0 20
Watercress, doz.	....	0 90

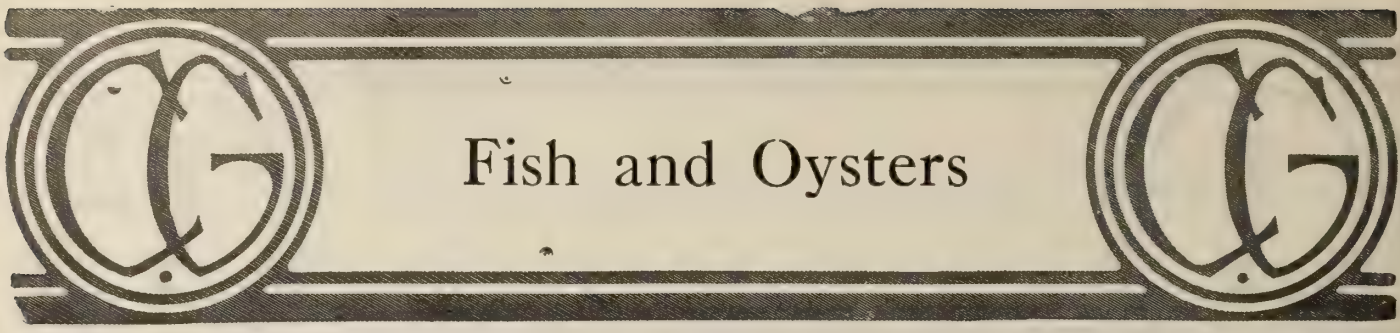
TORONTO.

FRUIT.—California oranges show a still further decline, owing to quantities which are now arriving, of 25c from last week's prices. A big feature of fruit market this week is the crop of cranberries. One dealer says price is cheaper than for years while the crop is uniformly good stuff. Price this season is $6.50 a barrel, as against $8.50 to $9 last year. Demand is distinctly brisk. Buyers buy ahead for Christmas trade, and there are the usual orders coming in. In fact, the demand is so good that possibly prices may stiffen a little. Apple prices are maintained. Demand is comparatively weak on this market. Messina lemons are selling well. So far, with the exception of cranberries no general Christmas demand is experienced. One merchant thinks that the non-delivery of some nuts will have its influence on the fruit market. Certainly, with less than three weeks to Christmas, buying should be a good deal brisker and heavier. Grape fruit is 25c cheaper with good demand.

Apples—		
Wagners	....	2 50
Greenings	2 25	2 50
Kings	2 50	2 75
Baldwins	2 00	2 50
Spies	2 75	3 00
Seeks	2 25	2 50
Canada Reds	2 25	2 50
Snows	3 25	3 75
No. 2s, 40-50c less.		
Bananas, per bunch	**1 50**	**2 00**
Cocoanuts, sack	4 00	4 50
Cranberries	6 25	6 75
Grapes—		
Canadian, 6-qt. bkts.	0 16	0 20
Tokays	....	2 50
Malaga, barrel	4 50	6 00
Malaga, fancy, barrel	6 00	7 00
Oranges—		
Florida	2 50	3 00
California, late Valencias	4 00	4 50
California navels	3 00	3 50
Lemons, Messinas	3 00	3 50
Lemons, California	3 75	4 00
Limes, per 100	....	1 25
Pears—		
California, box	....	3 25
Canadian, late varieties	0 25	0 30
Pineapples, Porto Rico, case 10	4 00	4 50
Grape fruit	2 75	3 00

VEGETABLES.—All talk of exporting potatoes has fizzled out. It is said that some of the New Brunswick men got quantities together with a view to this end, but that, as no boats were available, the exports never materialized. Generally felt among wholesalers that extensive exports are unlikely. Demand in this market is not heavy. Prices remain the same. Supplies are plentiful. Cold weather, when it comes, should mean much better demand, and dealers look then for higher prices. Cauliflowers had a short life and a merry one. Prices were good, but this vegetable is practically unobtainable now. Spanish onions are now lower. Demand is not heavy, and supply is well ahead of it. A full car of New Orleans fresh vegetables is in. This is the first car. Parsley is worth 75c a dozen, endive and shallots 90 and 50c a dozen respectively. Head lettuce is quoted at 1.25 a hamper, and beets and carrots at 90 and 60c a dozen each. All the stuff looks nice

Beets, Canadian, bag	0 50	0 65
Cabbage, Canadian, dozen	0 35	0 40
Carrots, bag	0 62½	0 65
Cauliflower, doz.	1 00	1 25
Citrons, doz.	....	0 45
Cucumbers—		
Slicing, hothouse	1 50	1 75
Medium pickling sizes	0 35	0 75
Celery, California, case	3 50	....
Holly	3 75	4 00
Mushrooms, per lb.	0 70	0 90
Water Cress, 11 qt. basket	....	0 50
Onions—		
Spanish, big crate	3 50	3 75
Can., 75-lb. bags	....	1 50
Green peppers, basket	....	0 75
Potatoes, Delaware	0 80	0 85
Potatoes, Canadian, bag	0 70	0 75
Parsley, basket, 11-qt.	0 30	0 35
Pumpkins	0 10	0 20
Tomatoes, hothouse, lb.	0 16	0 18
Turnips, bag	....	0 40
Sweet potatoes, hamper	....	1 65
Squash, Hubbard, doz.	....	0 75
Lettuce, box	....	2 00
Parsnips, Canadian, bag	0 65	0 70
Persimmons, California, crate	....	2 50
Pommegranates, doz.	....	0 75
Pommegranates, crate	3 00	3 25



Improved Demand for Frozen Fish in Advent

Fresh Fish Practically All Off Market—Frozen Fish Selling Well —Green Cod of All Kinds Scarce in Montreal—Haddies Up in Both Markets—Smelts Higher in Toronto.

MONTREAL.

FISH AND OYSTERS.—Feature of this week's market is the scarcity of green cod of all kinds, and consequent advances. Large green cod in bbls. is now 5c, medium in bbls. 4½c, and prices of small are withdrawn. No. 1 haddock is up to 4c. Salt sardines are very scarce, and some firms have withdrawn prices. Frozen sea herring has a tendency to advance, bbls. 250 fish per 100 fish are now quoted 2.00, and less than bbls. 2.20. Tomcods will be on the market this week, selling for 2.25-2.50 per bbl. New haddies are now 7½c lb. The demand for frozen fish is improving, and with suitable weather, an active demand is expected throughout December, as there will be several extra fish days each week until Christmas. This week Wednesday and Friday are fish days, while next week there are three—Wednesday, Fridays and Saturday. Fresh caught fish is practically all off the market. The only lines coming in fresh by express are haddock and cod; all other lines are frozen. There has been a noticeable improvement in oysters, but it is business is not as brisk as it should be. Christmas should liven this trade up.

TORONTO.

FISH AND OYSTERS.—Fresh trout is in from first of the month, and is of good quality. Demand will probably increase. Supplies will be good so long as weather is not stormy and cold. Haddies are up in price one to two cents, and are plentiful, but there is a big demand. Cod and haddock continue plentiful with but fair demand. Frozen fish generally is booming, because in the main fresh fish is done now. Smoked lines have their own buyers, and trade is better again this week in this regard. There is a revived demand for lobsters, but generally speaking it is too expensive to be really popular. Smelts are much higher. Extras only are obtainable now at anywhere from 16 to 20c. Blue fish is done for the present. Halibut, as supplies are fairly large shows decline of 2c. General trade is good. Advent is beginning to have a marked effect. Oysters continue in good demand with no change in prices.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.	.07½	.08-.10
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½	.08-.10
Haddies, fillets, per lb.	.10	.11-.12
Haddies, Niobe, boneless, per lb.	.08½	...
Herring, Ciscoe	1.80	.12
St. John boaters, 100 in box	1.00	1.20
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.20	...
Smoked boneless herrings, 10-lb. box	1.10	...
Kippered herrings, selected, 60 in box	1.40	1.25-1.60
Smoked salmon, per lb.	.25	.23
Smoked halibut	....	.20

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Gaspe, large, per lb.	.14	.12
Red, steel heads, per lb.	.12-.13	.12-.13
Red, sockeyes, per lb.	.10-.11	.10
Red, Cohoes or silvers, lb.	.10	.10
Pale, qualla, dressed, per lb.	.07½-.08	.07½-.08
Halibut, white western, large and medium, per lb.	.09-.09½	.08
Halibut, eastern chicken and medium, per lb.	.09-.09½	.10
Mackerel, bloater, per lb.	.10-.10½	.09
Haddock, medium and large, lb.	.04½-.05	.07-.08
Market codfish, per lb.	.05-.05½	.07-.08
Steak codfish, per lb.	.06-.06½	.09
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.16-.17	.15
Smelts	.11	.16-.20

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	....
Dried pollock, medium and large, 100 lb.	6 00	....
Dressed or skinless codfish, 100-lb. case	7 25	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs, per lb.	0 06	0 06
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 70	1 65
Standards, ordinary, gal.	1 40	1 60
Selects, per gal., solid meat	2 00	2 00
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 25	....
Best prawns, imp. gallon	2 00	....
Best shrimps, imp. gallon	2 25	....
Sealed, best standards, quart cans, each	0 50	....
Sealed, best select, quart cans, each	0 60	....

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	8 00	....
Malpeque, shell oysters, selected J.A.P., per bbl.	9 00	10 00
Malpeque, shell oysters, C.C.I., bbl.	12 00	....
Clams, per bbl.	6 00	....
Live lobsters, medium and large, lb.	0 26	0 45
Live lobsters, medium and large, lb.	0 26	....
Boiled lobsters, medium and large, lb.	0 28	....
Winkles, bush.	2 00	....
Little Necks, per 100	1 25	....

FRESH FISH.

	Montreal	Toronto
Halibut, fancy, express, per lb.	0 12	0 11
Haddock, fancy, express, lb.	0 05½	0 07
Steak cod, fancy, express, lb.	0 07	0 08-0 09
Market cod, per lb.	0 05	....
Smelts, lb.	0 12	0 12

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.10½-.11	.10
White fish, small tulibees, per lb.	.06½-.07	.07
Lake trout, large and medium, lb.	.10-.11	.12
Dore, dress or round, lb.	.09½-.10	.09-.10
Pike, dressed and headless, lb.	.07-.07½	.07
Pike, round, per lb.	.06-.06¼	.07-.08
Tom Cods, new, per bbl.	2 50	....

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	....
Salmon, Labrador, bbls., 200 lbs.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	7 50	....
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	12 00	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	6 50
Mackerel, N.S., bbls., 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	5 50	6 25
Herrings, Labrador, half bbls.	3 00	3 25
Herrings, Nova Scotia, bbls.	5 00	6 25
Herrings, Nova Scotia, half bbls.	2 90	3 40
Lake trout, 100-lb. kegs	6 00	....
Quebec sardines, bbls.	6 00	....
Quebec sardines, half bbls.	3 50	....
Tonges and sounds, per lb.	0 07½	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imp'ted milkers, hf bbls	7 00	....
Holland herrings, imp'ted milkers, kegs	0 85	0 75-1 00
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs	0 75	0 70-0 95
Lochfyne herrings, box	1 35	....
Turbot, bbl.	14 00	....

WINNIPEG.

FISH.—Again there has to be reported an unexpected delay in receipts of winter-caught lake-fish. The storm held the fishermen back, and only for the last week has it been possible for them to get on the lake. Before another issue is out, however, the winter-caught fish will certainly be on market, but at this time it is impossible to announce the prices which will be set. It must be remembered, however, that the present quotations are at low point, and winter catch cannot be listed much below these.

Salmon has been advanced somewhat, being now quoted at 16c. During the week the demand for fish has improved materially.

Fish—		
Whitefish, per lb.	....	0 09
Pickerel	....	0 08
Trout	....	0 12½
Gold eyes	....	0 03½
Jackfish	....	0 04
Halibut	....	0 12
Frozen halibut	....	0 09½
Salmon	....	0 18
Frozen salmon	....	0 11
Fresh cod	....	0 10
Fresh smelts	....	0 11
Oysters, per gal.	....	2 75
Shell oysters, per cwt.	....	2 00
Shell oysters, per bbl.	....	17 00
Haddies	....	0 09
Haddies, fillets	....	0 12½
Bloaters, per box	....	1 50
Kippers, per box	....	1 75
Lake Superior herring	....	0 03½

When a would-be friend says he would do anything in the world for you, don't jolt his friendship by asking him to loan you a dollar.

Provision Prices Easier: Turkey Supplies Small

Poultry Market in Toronto Absolutely Reversed From Last Week —No Fowl to Be Had—Farmers Await Higher Prices—Provisions Lower in Montreal—Price Cutting General to Secure Business—Eggs in Both Markets Still High and Scarce—Creamery Butter Coming Along.

MONTREAL.

PROVISIONS.—Changeable weather has had a serious effect on trade, which has dropped to a level where cutting in prices must be resorted to in order to secure business. Prospects are that if the weather turns colder, better business will be done during the week. Abattoir fresh killed dressed hogs are selling as low as $10.50 to $11. Cooked meats are being quoted at a cent less all round than they were a week ago, although the largest packers continue to ask 25c for boiled ham, 30c for roast ham, and so on. Roll bacon is down to 17c lb., and backs are all worth a cent per lb. less this week. Barrelled pork is plentiful with the exception of clear fat pork, but even this can be secured easily. For the latter some houses are asking over $30, but the regular price is still $29. Pure lard is weaker this week, prices being down ¼c per lb. all round. Compound lard remains the same.

	Per lb.
Hams—	
Medium, per lb.	0 17
Large, per lb.	0 16
Backs—	
Plain, bone in	0 21
Boneless	23
Peameal	0 24
Bacon—	
Breakfast, per lb.	0 19 0 20
Roll	0 16
Shoulders, bone in	**0 15**
Shoulders, boneless	**0 16½**
Cooked Meats—	
Hams, boiled, per lb.	0 25
Hams, roast, per lb.	0 30
Shoulders, boiled	**0 27**
Shoulders, roasted	**0 28**
Dry Salt Meats—	
Long clear bacon, 50-70 lbs.	**0 15½**
Long clear bacon, 80-100 lbs.	**0 14½**
Flanks, bone in, not smoked	**0 15½**
Barrelled Pork—	**Per bbl.**
Heavy short cut mess	29 00
Heavy short cut clear	29 00
Clear fat pork	29 00
Clear pork	27 00
Tierces, 350 lbs., net	0 12
Tubs, 50 lbs. net	0 12¾
Boxes, 50 lbs. net	0 12¼
Pails, wood, 20 lbs., gross	0 12½
Pails, tin, 20 lbs. gross	0 12
Cases, 10-lb. tins, 60 in case	0 12¾
Cases, 3 and 5-lb tins, 60 in case	0 13
Bricks, 1 lb., each	0 13¼
Lard, Compound—	
Tierces, 375 lbs., net	0 09½
Tubs, 50 lbs., net	0 10
Boxes, 50 lbs., net	0 10
Pails, wood, 20 lbs., net	0 10¼
Pails, tin, 20 lbs., gross	0 10¼
Cases, 10-lb. tins, 60 in case	0 11
Cases, 3 and 5-lb. tins, 60 in case	0 11
Bricks, 1 lb., each	0 12
Hogs—	
Dressed, abattoir killed	10 50 11 00

BUTTER.—The market is quiet, and is without feature. Prices are slightly on the easy side, dairy butter having declined from 24-25 to 23-25. Winter butter is changing hands at lower prices, but is slightly inferior in quality. Finest creamery is still being quoted at 29-30.

Butter—	
Finest creamery, new milk	0 29 0 30
Dairy butter	0 23 0 25

CHEESE.—Market remains firm owing to a good export inquiry from England, and to the fact that only small supplies are now available in Canada. Receipts continue to show a considerable decrease over last year. New made is quoted 16 to 17 cents.

Cheese—	
New make	0 16 0 17
Old specials, per lb.	0 18 0 19
Stilton	0 18 0 19

EGGS.—New laids have advanced further, but few strictly new laids are to be had at any price. The demand is much greater than the supply, which does not signify much as few are coming in. Hens are not laying, but an improvement should be felt towards the new year. For strictly new laids, 60c doz. is being asked with confidence. Cold storage eggs are still quoted at old prices.

Eggs, case lots—	
New laids	0 60
Selects	0 32
No. 1s	0 28
Splits	0 21

HONEY.—The demand is slightly better than it has been, but it is fairly steady, and there is nothing to warrant any price changes.

Honey—	White Clover per lb.	Buckwheat per lb.
Barrels	0 11½	0 08½
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12½	0 10
Comb, 13-14 oz. section	0 17—0 18	0 14—0 15

POULTRY.—The market still has a downward tendency, especially on poorer stock. For good quality stuff, prices are fairly well maintained. The demand for live chickens has dropped off entirely, these being quoted as low as 7 to 8c, whereas last week the quotations were 9-11 for spring chicken, and 10-13 for fancy crate-fed. The demand is more now for live fowl. Live ducks and geese continue to sell freely. Demand for turkeys continues light, prices ranging from 14 to 17c. It would not be surprising to find better prices prevailing around Christmas.

Fresh Stock.—	Live.	Dressed.
Fowl	0 08—0 10	0 10—0 14
Spring chicken	0 07 0 08	0 10—0 13
Fancy, crate-fed chicken, 5 lbs.	0 10—0 13	0 15—0 18
Turkeys, fancy	....	0 14—0 15
Ducks	0 12—0 13	0 11—0 13
Geese	0 11—0 12	0 10—0 12

TORONTO.

PROVISIONS.—Practically all prices on this market are holding. If cold weather came to stay, dealers would prophesy advanced prices, and be sure of them. The cold snap during the last week has helped. There is a little Christmas trade in cooked hams starting. Lard prices may go down in next day or two; it is weaker all round.

Hams—		
Light, per lb.	0 17	0 17½
Medium, per lb.	0 16½	0 17
Large, per lb.	0 15½	0 16
Backs—		
Backs, per lb.	0 21	0 22
Boneless, per lb.	0 22	0 23
Pea meal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll, per lb.	0 14½	0 15
Shoulders, per lb.	0 13½	0 14
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14¼	0 15
Cooked Meats—		
Hams, boiled, per lb.	0 23	0 24
Hams, roast, per lb.	0 24	0 25
Shoulders, boiled, per lb.	0 20	0 21
Shoulders, roast, per lb.	0 20	0 21
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 00	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11½	0 12
Tubs, 60 lbs.	0 11¾	0 12¼
Pails	0 12	0 12½
Tins, 3 and 5 lbs., per lb.	0 12¾	0 13
Bricks, 1 lb., per lb.	0 13½	0 13¾
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09¼	0 09¾
Tubs, 50 lbs., per lb.	0 09½	0 10
Pails, 20 lbs., per lb.	0 09¾	0 10½
Hogs—		
F.O.B., live, per cwt.	....	7 45
Live, fed and watered, per cwt.	....	7 75
Dressed, per cwt.	11 00	12 00

BUTTER.—Demand is but fair. The market is quiet, and prices are along the easy side. Creamery butter is now com-

ing along more freely. War is having its effect upon the public's taste in butter, and retailers are not buying as generally as other years at this time. Dealers look for increased demand as Christmas approaches. For the present price is 29 to 31.

Butter—		
Creamery prints, fresh made	0 29	0 31
Separator prints	0 27	0 28
Dairy prints, choice	0 26	0 27
Dairy, solids	0 22	0 24
Bakers	0 18	0 20

CHEESE.—Stocks on close of navigation are lighter for the time of year than for some seasons. Canadian cheese just now is not being exported in as large quantities to England though some ten days ago there was a good export enquiry. There is a decrease in Canadian cheese in England this year of 93,449 boxes from last year. Canada's chief competitor seems to be New Zealand and not America. Latter's prices are too high to be dangerous as rivals. New made cheese stays around 16c, but there is no great demand even at this figure.

Cheese—		
Old, large	0 17¼	0 17¼
Old, twins	0 17½	0 18
New, large	0 16¼	0 16½
New, twins	0 16½	0 16¾

EGGS.—Dealers in most cases are not quoting prices on new laids at all for simple reason that they haven't got the new laids to quote prices on. Sixty cents is merely a nominal figure, but few eggs can be obtained at that or any other price. Yet the writer got two dozen new laids—strictly new laids—on a farm not thirty miles from Toronto three or four days ago, for 40c. Dealers say they cannot get hold of anything but stray dozens. Large quantities are not to be had for love or money. There are a few American eggs for export. The Old Country market is flooded with these American eggs, and Canadians have little chance to export. Eggs in Britain just now are, for the country, at fabulous prices. Sixty cents is charged with equanimity, and it is paid, whereas usually 30c to 34c is an outside price in Britain even when eggs are scarce. Straights and trade eggs retain their old prices. The market continues firm.

Eggs, case lots—	Per dozen.	
Strictly new laid, in cartons	0 50	0 60
Selects	0 32	0 33
Straights	0 29	0 30
Trade eggs	0 25	0 26

POULTRY.—In short space of week the situation in the poultry market has reversed here. Last week there were good supplies of all kinds of fowl. This week, turkeys are slow in coming through from the farmers. This applies to other lines too. Prices so far as turkey is concerned, however, are lower as demand is weak. Possibly farmers are holding their birds for higher prices. There was a glut on the market of good turkey a week ago, and price did not seem attractive enough to the farmer. Just now all kinds of fowl are worth more live than dressed. There is a big demand among the Jewish trade for live fowl, and there are not the supplies to satisfy it. Prices will undoubtedly go up towards Christmas, particularly though of turkey and geese; the latter shows signs of advancing even now.

Fresh Stock—	Live.	Dressed
Fowl	0 08—0 10	0 10—0 12
Spring chicken, lb.	0 10—0 11	0 12—0 16
Fancy, crate-fed chicken, 5 lbs.	0 13—0 15	0 16—0 18
Turkeys, fancy	——	0 14—0 15
Turkeys, old Tom	0 13—0 15	0 14—0 18
Ducklings	0 08—0 12	0 12—0 16
Ducks	0 12—0 13	0 12—0 13
Geese	0 12—0 13	0 10—0 12

WINNIPEG.

PRODUCE.—There is a strong feeling in pork, and yet it is hardly expected that there will come an advance here. Prices, however, both of cured meats and lard will probably remain at present level.

Cured Meats—	
Hams, per lb.	0 20
Shoulders, per lb.	0 15
Bacon, per lb.	0 25
Long clear, D.S., per lb.	0 14
Mess pork, bbl.	23 00

Lard—	
Tierces	0 11
Tubs, 60s	6 75
Pails, 20s	2 32½
Cases, 5s	7 12½
Cases, 3s	7 20

BUTTER.—Little to note in this market. The demand continues good, but supplies also are satisfactory. Prices remain steady.

Butter—		
Creamery, Manitoba		0 30
Dairy		0 25
Cooking	0 19	0 21

CHEESE.—No exportations of Western cheese have as yet taken place. The market, however, is strong, but there seems no immediate likelihood of an advance in price.

Cheese—	
New, large	0 16¾
New, twins	0 17¼

EGGS.—A firm tone is noted in this market. For the first time exportation of Western eggs is taking place. These, of course, are going to England. Owing to the good supplies in the border States, however, it is not likely that any scarcity will be felt here, though an advance may possibly take place.

Eggs—	
Extra firsts	0 28
Checks	0 17 — 0 18
Extra, in cartons	0 30

POULTRY.—Deliveries have fallen off somewhat during the week, and on the other hand the demand from retailers has improved materially. At the present time supplies are moving out practically as soon as they are received. The snow, however, will enable farmers to bring in their produce more easily, and it is likely deliveries will be considered better during the coming week. Prices remain as last week, and seem likely to hold same level until after the new year.

Fresh Stock—		
Turkeys, per lb.	0 14	0 15
Ducks, per lb.	0 10	0 14
Chickens, per lb.	0 12	0 14
Geese, per lb.	0 10	0 12

INVESTIGATING CO-OPERATIVE STORE BOOKS.

Toronto, Dec. 10.—The shareholders of the National Railway Association, Limited, operating a chain of some 15 or 16 co-operative stores in Ontario and Quebec, appeared before J. A. C. Cameron, Master in Chambers, at Osgoode Hall on Monday afternoon to see if they could learn how $100,000, used in the organization of the company, had been expended. The concern was organized about a year and a half ago and subsequently assigned.

Referee Cameron appointed a committee to investigate the financial conditions of the firm and to ascertain how the money had been expended. Assignee G. T. Clarkson said it was apparent that the officials of the company tried to make money by investing in other companies, and he felt that the shareholders had been badly used from the first. It was decided to keep the stores running for a period of two months.

PUTTING PULL INTO THE ADVERTISEMENT.

(Continued from page 24.)

I don't know what to get for dinner to-morrow," or "for supper to-night." It's the business of your advertisement to suggest to them what they will have and make them unhappy until they get it—just as the head waiter in a good restaurant hovers about your chair, suggesting this dish and that dish or the other dish, until you spend two or three times as much as you had expected to spend. That's the chief and most important function of retail advertising. And that is the reason why you need advertising in your business, even if you have the only meat market within a radius of twenty miles, and even if every man, woman and child in town calls you by your first name.

If you pick up a metropolitan newspaper, you will see that public utility companies—electric light companies, street car companies—companies which have a monopoly in their territory, are advertising; electric light companies advertising new uses of electricity; street car companies advertising special trips. They frequently run an advertisement that is strictly informative and educational in its purpose, telling women how to get on and off street cars or telling the general public how to avoid accidents. The idea is to improve the service. You must keep in mind a like purpose in your advertising. One of the big features of your advertising should be to improve your service. Your advertising must help you give the public a better service, a quicker service, and so be profitable to both you and your customers.

BANK OF MONTREAL

Annual General Meeting Held 7th December, 1914

The 97th annual general meeting of the shareholders of the Bank of Montreal was held in the Board Room of the Head Office of the Bank on Monday, Dec. 7th.

The meeting was marked by complete addresses by Mr. H. V. Meredith, the President, and Sir Frederick Williams-Taylor, the General Manager.

PRESIDENT'S ADDRESS.

In moving the adoption of the annual statement, Mr. H. V. Meredith, the President, said:—

The statements presented to you will, I trust, be received with satisfaction.

While profits show a diminution compared with those of the preceding year, the shrinkage is mainly attributable to the fact that during the world-wide disturbed financial conditions which have existed, we deemed it prudent to forego the profit on a portion of our liquid reserves ordinarily carried abroad and having an earning power. These we transferred to our vaults to provide against every possible contingency, and to support, if required, the general financial situation in Canada.

I feel sure this course of action will meet with your approval.

The year, I need hardly say, has been an eventful and anxious one.

POSITION IN GREAT BRITAIN.

In Great Britain the period immediately antecedent to the declaration of war was marked by considerable ease in the money market, coupled with a slight recession in trade, following a long period of unrest and depression caused by the Balkan chaos and other adverse factors.

The outbreak of hostilities brought about the collapse of the whole financial fabric, the closing of the bourses and a world-wide financial cataclysm. For a time at least a condition of well nigh general insolvency was threatened. The steps which were taken to cope with the crisis are of too recent occurrence to require reiteration.

Britain's command of the sea was undoubtedly the chief factor in bringing about a recovery of confidence, but great credit is due to the Government and their able financial advisers for their bold and statesmanlike views of the situation and their prompt action in meeting the crisis, as well as to the Bank of England for the courage and activity with which the plans of the Government were carried out.

The great latent wealth of the Empire has been demonstrated by the patriotic response to the recent Government loan, and this is being followed by the removal of barriers to trade which is now once more approaching a normal condition.

What the consequences of the war will be must depend, I think, to a large extent on the duration of hostilities.

Whether a long period of depression and economy, in order to replace the wasted wealth of the world will follow its conclusion, whether the removal of political apprehensions and the prospect of a long era of peace will bring about an immediate restoration of prices—not alone of commodities, but of stock exchange and of other securities—it would be idle at the moment to predict.

In either event, all borrowing countries, including Canada, must expect their facilities to be largely curtailed while the wastage of war is being repaired.

POSITION IN CANADA.

In Canada, a period of several years of remarkable growth and progress was accompanied by large—and in some cases imprudent—capital expenditures by industrial, municipal and other corporations, and an ambitious programme of railway construction, made possible by the ease with which money could be obtained.

These conditions were taken advantage of by company promoters and speculators to bring about unduly inflated and fictitious values, and the extent to which these were carried directed suspicion and distrust of our economic position in the money markets of the world, followed by a close scrutiny of our securities and a curtailment of money supplies so essential to our development.

The ensuing check caused embarrassment in some instances, but had a salutary effect on the country in general, as it brought us to realize the fact that unproductive expenditures must of necessity cease for a while, and our efforts be directed towards development of natural resources, accelerated by a large flow of immigration.

It fortunately happened that for over a year previously, our manufacturers and merchants, preparing for such a contingency, had entered upon a period of curtailment and readjustment; and our economic position had been approaching a more normal condition. They were, therefore, the better able to meet the shrinkage in their turn-over occasioned first by restricted demands and now by the war.

I refer to these somewhat trite matters because the halt in business presently experienced may create in the public mind a more gloomy view than is warranted by actual conditions. It is well to remember that for a decade the commercial expansion of Canada was really abnormal.

A decline in the foreign trade of the country had set in before the outbreak of war, and has been accentuated by that event. In the seven months ending October 31st last, the value of merchandise imported, exclusive of specie, was $286,800,000, or $103,700,000 less than in the corresponding period of the preceding year. On the other hand, the value of Canadian produce exported has been fairly well maintained, having been for the seven months $226,757,000, as compared with $245,550,000 a year ago. The adverse balance of trade has, therefore, been reduced from $145,000,000 to $60,000,000 in this period, a substantial improvement of $85,000,000, the more satisfactory in view of the practical closing of the London money market to Canadian loans. The transportation interests of Canada have also been benefited by an increase in the value of exports of United States products through our ports from $19,000,000 in the seven months period of 1913 to $41,600,000 this year.

LEGITIMATE BUSINESS SOUND.

I am glad to be able to say that from the reports which reach me from all parts of the country, legitimate business is fundamentally sound. While trade generally is quiet, and in many branches restricted, especially those dependent upon construction work, there is compensation, in a measure, by activities in others which provide the vast supplies required by the war.

A general suspension of new undertakings is apparent. Agriculture—the backbone of the country—continues prosperous, notwithstanding a shorter crop yield, owing to the high prices being paid for grain and other farm products. The great increase in the number and value of live stock in the Northwest is especially gratifying.

Farmers are preparing to increase the acreage of land under crop, and manufacturers are taking advantage of the situation to extend their sales where foreign competition, for the time being, has been eliminated. There is, moreover, an undiminished confidence in the future which is an asset of no little importance.

Considerable unemployment exists, but the extent of it is probably over-estimated, and I think our position in this respect will compare favorably with that of other countries.

These conditions are overshadowed at the moment by a war so disastrous and so unexpected that even yet many of us do not grasp the full significance of it all. New local conditions and new problems had to be met.

GOVERNMENT'S WISE COURSE.

The wise and timely action of the Finance Minister in providing facilities for rediscount, and in making Bank Notes legal tender, had a steadying effect throughout the country, and has enabled the Banks under all circumstances to meet the legitimate demands of business and to keep in hand ample resources against deposits.

Power was taken by the Government to declare a moratorium, but fortunately it has not been necessary to put this into effect, for all must recognize the supreme consideration of maintaining our credit in the money markets of the world.

The war, by closing the financial markets of all countries, has precluded us from obtaining capital for construction and development work, and so long as these conditions prevail it will be necessary for us to conserve our resources rather than proceed with other than unavoidable capital expenditure.

The financial fallacy of issuing inflated currency for such purpose—abundantly proved by experience of other countries—is well known, and Canada is to be congratulated on having avoided the miseries of a depreciating paper currency.

In this connection I may remind you there is a homely adage that "no one has yet succeeded in lifting himself by his boot straps."

Nor should it be forgotten that we have a large foreign interest indebtedness to be liquidated by exports or new borrowings.

For the latter, the London market being now less available, we shall have to rely partly on such facilities as the United States market can offer and, in a measure, upon our own resources, to solve the problem of restricted trade and shrinking revenue, as well as to meet maturing interest, capital commitments, and other obligations.

FOREIGN RESERVE VALUABLE.

Our reserves abroad have proved valuable in this connection, as they are enabling us to conserve the gold supply of Canada.

War and other adverse conditions are bound to retard our progress. A period of rest and recuperation may be expected, but the future depends to a great extent upon the spirit with which the people meet the changed conditions.

Economy and prudence in the matter of expenditure, and an earnest effort to increase production of exportable articles, will in time usher in an era of active trade and renewed prosperity.

There is no question in my mind that after a pause, the duration of which will be determined by the measure of our production and by our savings, we shall again enter on a period of progress and development, and that pause, I believe, will not be long continued.

Mr. R. B. Angus seconded the motion for the adoption of the Report, which was carried unanimously.

THE GENERAL MANAGER'S ADDRESS.

Sir Frederick Williams-Taylor, the General Manager of the Bank, then made his annual address, as follows:—

Gentlemen:—This Bank is now approaching its centenary, but never before in the ninety-seven years of its history has the annual balance-sheet been presented to the Shareholders under such universally perturbed financial conditions as exist at the present time.

For the sake of consecutiveness and as a natural preface, I may say that since the outbreak of the present war all bourses have ceased to transact business. In consequence throughout the world at large Stock Exchange securities have become unrealizable, except by limited sale and slow process.

In a sense a large part of the trading and manufacturing world has undergone a course of declension towards first principles. The most readily salable commodities in large volume now are the necessities of life, either direct or represented by commercial paper, and the appliances created by man for the destruction of life.

As the President has ably reviewed the general trade and financial situation both in Canada and at the chief centres abroad, my duties are confined to an explanation of the most important features in the accounts I have the honor to submit to you and the points arising therefrom.

It is pertinent to interject that the interests of the Bank of Montreal have become of such an international character that one cannot adequately analyze and comment upon our balance sheet without at least reference to London and New York.

LONDON.

The interest taken by Canada in the London financial situation is due to a combination of firm patriotism and monetary dependence. Not only are we solicitous for the welfare of our Empire's financial centre, but the Dominion has financed its requirements in that market to an extent obvious enough to the few but only recently fully appreciated by the people of this country as a whole.

It might be added without boastfulness that this Bank's London business has steadily increased in importance step by step with the development of our country until we have attained a prestige, and what has been termed by others a unique position among Colonial Banks represented in the great metropolis, that you, its Shareholders, can regard with a measure of national, and may I say, individual pride.

NEW YORK.

We are naturally greatly interested in New York conditions, as not only is that city the Clearing House of North America, but also the channel through which the bulk of our foreign exchange transactions pass. Further, the financial relations of the two countries become more intimate and further dovetailed with the ever-increasing establishment in Canada of branches of great American industrial companies.

POLICY-LIQUIDITY.

It is common knowledge that the policy of this Bank is conservatism, a policy that tends in prosperous days to arouse in some quarters a measure of criticism, but one meeting with unstinted approval in times as troublous as those we face at present.

Thanks to a reasonably liquid position, the unexpected outbreak of war found us not unprepared. It was an easy transition for us to convert into actual cash and bank balances, to the extent we deemed advisable, our secondary line of defence in the shape of other reserves held, as you are aware, in London and New York.

PROFITS—PATRIOTIC FUND.

As banks are not eleemosynary institutions, it is our duty to earn for the shareholders such measure of profit as is consistent with the safe employment of your capital and the deposit monies entrusted to our care. Under normal conditions our first consideration has ever, as you know, been safety, but with the financial world out of joint, we have felt it our duty, both in self-protection and in a desire to bear our share of the national burden in safeguarding the general situation, to take additional precautions. In pursuance of this policy our cash reserves and bank balances have been brought up to a percentage point that seemingly precludes danger.

Naturally the greater volume of money unemployed, the smaller our profits. Nevertheless we are gratified to have been able to comfortably earn our customary dividend, continue the semi-annual bonus of 1 per cent., and at the same time to have made, in our opinion, full provision for realized and prospective losses.

The $100,000 gladly voted by your Directors for national patriotic purposes was taken out of the year's profits.

DEPOSITS.

For obvious reasons it is natural that bank deposits throughout Canada should decline as they have done to a slight extent, the grand total of all the banks to the end of October being $1,144,199,224, as compared with $1,146,739,868 a year ago. During the same period our own deposits have increased by $7,649,836.11 exclusive of deposits made by and balances due to other banks in Canada, which have increased by $5,570,032.53.

CIRCULATION.

Our notes in circulation are $169,837 greater than a year ago.

QUICK ASSETS—CURRENT LOANS.

As before intimated our quick assets have increased during the year, the ratio to liabilities to the public being 55.17 per cent. at the end of October, 1914, as compared with 49.69 per cent. at the same date in 1913. It is satisfactory to be able to state that this has been accomplished without restricting the legitimate demands upon us by our merchant and manufacturing clientele in Canada. It is the case that our current loans in Canada, which, as you are aware, are mainly to the mercantile community, are lower now by $10,172,653.79 than they were at the corresponding date last year, but I desire to make it quite clear that the reduction was ante bellum, and that there has been an increase of over three million dollars in such loans and of over thirteen million dollars in total loans in Canada since the outbreak of war.

It is only fair to add that the wisdom of keeping our secondary reserves—viz.: our call loans—in London and New York instead of in Canada has once again been strikingly demonstrated. If the war had found us in a reverse position it would have indeed been a serious matter, not only for ourselves, but for the entire community. In other words, the wisdom of this Bank in having its call loans available outside of Canada in time of stress is now being splendidly justified.

MUNICIPALITIES.

Our loans to Municipalities stand at $9,017,324.26, as compared with $5,227,905.74 at the corresponding date last year. A very large proportion of this sum has been advanced in anticipation of tax payments.

Loans have been made against the security of debentures in certain instances, but only as a matter of public policy to enable our civic clients to pay for work to which they were committed, or where the health or safety of the citizens was at stake. We have felt it our duty to urge upon both our Provincial and Municipal friends the wisdom, if not the imperative necessity, of refraining from committing themselves to fresh capital outlay and of limiting their expenditure to essential undertakings. I am glad to be able to say that as a rule our advice has been well received and in most cases conscientiously followed.

PROVINCES.

I would now like to briefly recite to you the situation as we find it in our various Provinces:

PROVINCE OF ONTARIO.

General conditions in Ontario are moderately satisfactory. Crops have been quite good, with high prices, and profitable results have accrued generally to those engaged in agricultural pursuits.

The lumber trade is dull.

The production of silver in the Cobalt District shows a slight falling off.

Manufacturing has been quiet, with a material reduction in the labor employed particularly in those industries producing machinery and agricultural implements.

Wholesale conditions are reasonably satisfactory, but retail merchants are feeling the decreased volume of business consequent upon reduced wages and pay-rolls.

Urban real estate is inactive, but a lower level in prices is inevitable.

PROVINCE OF QUEBEC.

Reasonably satisfactory conditions prevail throughout the Province of Quebec, which, if less progressive than some of its sister Provinces, is also for the same reason less liable to periods of depression.

Agricultural conditions have been reasonably good.

The lumber trade has had an average year and the price and demand from

Great Britain are improving, due to the closing of the Baltic and the curtailment of the cut in Russia consequent upon mobilization.

Manufacturing industries have been quiescent with fewer operatives employed, but textile and certain other lines are stimulated by orders from abroad.

There has been little movement in real estate, but nominal values have not appreciably fallen.

MARITIME PROVINCES.

Though the Maritime Provinces are not enjoying the same measure of prosperity as a year ago, economic conditions may be summed up as being fairly healthy, and surprisingly good as compared with those the world over. This, perhaps, may be attributed to the fact that previously there has been an absence of inflation and fictitious prosperity, and consequently no severe reaction.

The farmers are more than usually prosperous. The apple crop has been large and of excellent quality, but this unfortunately is offset by the low prices prevailing.

Much money has been invested in the black fox industry, but this business has proved hazardous, and the possible result of a marked decline in prices must not be overlooked.

The demand and price for lumber declined during the early part of the year, but the foreign trade is improving with a resultant upward tendency in prices.

The fishing industry has been less satisfactory. The catch shows a reduction and lower prices prevail.

There has been a diminution of upwards of 250,000 tons in the coal mined in Nova Scotia as compared with last year, largely accounted for by the partial closing down of steel plants and other allied industries. This unfavorable feature of the situation is reflected in the manufacturing towns.

NORTH-WEST PROVINCES.

In the North-West Provinces agriculture and stock-raising are of primary importance, and all other industries and businesses are more or less directly or indirectly dependent upon the success of the farming community.

The results of the crop for the year 1914 have been satisfactory. Certain districts suffered severely from drought at the critical period, and the total yield is consequently less than last year, but with the higher prices prevailing the value of the grain produced is somewhat greater. More land is being brought under cultivation, and owing to the early harvest and a favorable autumn it is expected that a record acreage will be under crop next year.

Mixed farming is receiving more attention with gratifying results and more live stock is being raised.

The flour mills are well employed, but other manufacturing industries are quiet.

Trade conditions are not altogether satisfactory, but credit is granted less freely than formerly.

There has been a decline in realty values with few transactions.

The North-West Provinces undoubtedly are passing through a period of stress, but with their great areas of good farm lands still uncultivated, capable of producing vast food supplies, we look to the future with a justifiable measure of confidence.

PROVINCE OF BRITISH COLUMBIA.

British Columbia, after nearly two decades of almost continuous prosperity, development and expansion in business is now suffering from reaction, accentuated by the general commercial depression and world-wide financial distress.

Agricultural conditions continue to show improvement. Crops are good, but the prices for fruit have not come up to expectations. There is a tendency to increase the production of live stock, for which the demand is good.

It is a matter of common knowledge that the lumber business has been in an unsatisfactory state resultant upon overproduction, restriction in building operations throughout the West, and American competition.

It is estimated that the total mineral production for 1914 will be 75 per cent. of last year. Consequent upon the inactivity of the smelters, the collieries also are not doing so well, and the output of coal has been greatly diminished.

The fisheries have had a successful season. The salmon run has been good, with a ready demand and satisfactory prices. The halibut catch also has been satisfactory, but the market is less so.

Provincial and municipal expenditure is of necessity being curtailed.

The year 1914 has marked an almost complete cessation in real estate speculation with a general decline in values.

NEWFOUNDLAND.

General conditions in Newfoundland, England's oldest Colony, cannot be described as altogether satisfactory.

The pulp and paper industry is normal. The catch of codfish, the great staple product of the country, has been smaller than usual and the outbreak of war practically demoralized for a time the usual markets, resulting in a slackened demand and low prices. In both, however, I am glad to state an improvement is now perceptible. The seal catch was almost up to the average, but the lobster catch has been unsatisfactory.

As trade conditions in Newfoundland are governed almost entirely by the return from fisheries, business generally is affected disadvantageously this year, and the immediate outlook is somewhat uncertain. Nevertheless, it is well to bear in mind that the Island's all-important product is a staple article of food, and it may be that the war, so far disadvantageous, may presently prove otherwise.

MEXICO.

Conditions in Mexico continue disturbed, with business practically at a standstill, and it is problematical when a more settled state of affairs may be expected.

The business of our office in Mexico City has been reduced to the lowest possible limit and is being ably conducted under exceptionally trying conditions.

THE EFFECT UPON CANADA.

Your President has adequately reviewed the general situation in a masterly manner that makes further remarks superfluous, but perhaps I may be permitted to say, in summary of my own comments, that from the financial point of view the outstanding result of the war upon Canada has been the instantaneous stoppage of the supply of British capital, to which we had become so accustomed, that sight was too frequently lost of its importance as a factor in the development of the Dominion.

Money from this source flowed to us in such increasing volume that during a considerable ante bellum period it amounted in round figures to at least $25,000,000 per month. Canadian public borrowings from the London money market for the seven months ending 31st July were $177,000,000. Since the outbreak of war the inflow of such capital has ceased.

This monetary deprivation, coupled with the necessity of using our earnings and income for the purpose of paying to Great Britain interest on our indebtedness of $2,800,000,000 to London has brought home to us the extent to which the London money market and the British investor have been our friends, indeed our partners, in what might be termed this colossal Canadian enterprise.

TRADE.

The trade situation we are now facing is that, owing to our present inability to borrow by public process in the London market, we seemingly must limit our imports to the approximate volume we are able to pay for in exports, or we must borrow elsewhere; that is, in the natural assumption that we wish to avoid reducing our cash capital.

There is an alternative, for it will be obvious to the most uninitiated that if our good neighbors in the United States desire us to purchase from them in anything approaching the volume of the past, they must, at least during the war, whilst the London market for public flotations is closed, provide us with the wherewithal in the shape of loans to our principal public borrowers. If they adopt this course, and a commencement has already been made, it will be clearly advantageous to them and to Canada.

HOW CANADA IS STANDING THE STRAIN.

In conclusion, the financial position of our country now is that, consequent upon the prompt measures adopted by our Minister of Finance, and, owing to the elasticity and excellence of our Banking system, Canada is standing the strain without collapse. We are adjusting ourselves to the heavy burden thrust upon us without warning whilst in the constructional stage, and though here and there weak spots will develop, the general structure will surely stand the strain, and we hope and believe, we, as a country, can safeguard the situation.

It is obvious to everyone in the Dominion and to our friends abroad that we are cast upon our own resources, that we are on trial, and that our future development will depend in no small measure upon the condition in which we emerge from this trying ordeal. The longer the duration of the war, the more will the colonial props of the Empire, including Canada, suffer, but good will come out of evil, for our energies will be turned to the development of our great natural wealth, particularly our vast agricultural resources, and we can then look forward with confidence to eventually emerging from present conditions a wiser people, with our affairs on a healthier, more normal and sounder basis than that with which we were threatened.

ELECTION OF DIRECTORS.

The result of the ballot for the election of Directors was declared by the Chairman as follows: Messrs. R. B. Angus, D. Forbes Angus, A. Baumgarten, Huntly R. Drummond, C. B. Gordon, E. R. Greenshields, C. R. Hosmer, Sir William C. Macdonald, Hon. Robert Mackay, Wm. McMaster, H. V. Meredith, M. Morrice, Sir Thomas Shaughnessy, K.C., V.O.

The meeting then terminated.

At a subsequent meeting of the Directors Mr. H. V. Meredith was re-elected President.

Wheat Market Firm, But Flour Sales Quiet

Early August Buying Having Its Effect Now—Cereal Men Hoping For Colder Weather—Cornmeal Market Easy—Mill Feeds Firm.

MONTREAL.

FLOUR.—Millers state that retail business is fairly good, and gives them no cause to complain. The secret of quietness in this market is that millers are holding them down because of credits. If they wished, they state, they could easily double their retail business. Wholesalers, whom the millers wish to sell, are only buying for immediate requirements. On the whole the market is quieter, but continues firm, prices being unchanged. A good inquiry from English importers continues for spring wheat flour, but mostly for low grades, the supply of which is smaller, owing to the fact that some mills have curtailed their capacity on account of dropping off in domestic trade. The wheat market continues to hold firm, and has done for some time past. As long as this continues, there is no likelihood of changes in the price of flour.

Manitoba Wheat Flour—		Per bbl.
First patents	....	6 70
Second patents	....	6 20
Strong bakers'	....	6 00

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	6 00	6 25
90 per cent., in wood	5 50	6 00
90 per cent., in bags	2 50	2 60
Straight roller	5 70	5 90
Blended flour	5 75	6 25

CEREALS.—At the end of the month, when colder weather has arrived, it is confidently anticipated that prices on rolled oats will be 10c higher, in fact quotations for January indicate this. Last month's prices on cornmeal were 2.40; a decline has taken place this month to 2.10-2.15 for gold dust, and a decline of 10c on unbolted. This is attributed to the large quantity of corn on the market, for which there has been no export demand as in the case of flour.

Cornmeal—	Per 96-lb. sack.	
Gold dust	2 10	2 15
Unbolted	2 05	2 15
Rolled Oats—	90's in jute.	
Small lots	3 25	....
25 bags or more	3 10	....

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled Wheat—	100-lb. bbls.	
Small lots	....	3 50
Hominy, per 98-lb. sack	....	2 75

FEEDS.—A marked falling off in the demand for feeds was observed this week, especially in Quebec Province, where the crop of oats this year was exceptionally large. Farmers are using oats for all kinds of feeding purposes. This has had a tendency to make feeds easier, although business remains fairly good in Ontario. There are over 100,000 sacks of bran stored in Montreal warehouses, and large quantities of other feeds. It is claimed that these are being held until better prices can be asked. One miller alone has 40,000 sacks of bran, but is not pushing sales. Price changes this week are: Wheat moulee advanced $3 to $33 ton, and feed oats advanced 3c to 68c bushel. Oats are very firm.

Mill Feeds—	Car lots, per ton
Bran	25 00
Shorts	27 00
Middlings	30 00
Wheat moulee	33 00
Feed flour	40 00
Mixed chop, ton	38 00
Crushed oats, ton	40 00
Barley, pot, 98 lbs.	4 00
Oats, chop, ton	38 00
Barley chop, ton	36 00
Feed oats, cleaned, Manitoba, bush..	0 68

TORONTO.

FLOUR.—Trade is dull among flour men generally. Export trade might be brighter on account of English enquiries, but they will not pay the prices. All along their bids are a shilling to a shilling and sixpence out of line whereas the American, with his cheaper wheat, can afford to sell at a lower figure. So far as retail trade is concerned, mixed cars are still being shipped by the mills. Naturally, preference is given to the buyer who will take feeds as well as flour. Buyers generally will only buy a little at a time. Feeling is all against expending much in one big outlay, even though better prices would result. Wheat market remains unchanged and just as firm as ever.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patent	6 80	6 60
Second patent	6 30	6 10
Strong bakers	6 10	5 90

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	5 50	5 30
90 per cent.	5 10	4 90
Straight roller	5 00	4 80
Blended flour	5 35	4 95

CEREALS.—The market is quiet; nothing is stirring. Rolled oats which it was thought would advance have settled again and buying is small. Cereal men are praying for cold weather, thinking that demand will be much better. Cornmeal continues easy.

Barley, pearl, 98 lbs.	....	5 00
Buckwheat grits, 98 lbs.	5 50	6 00
Corn flour, 98 lbs.	2 50	3 00
Cornmeal, yellow, 98 lbs.	2 55	2 65
Graham flour, 98 lbs.	3 00	3 30
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 92½
Oatmeal, granulated, 98 lbs.	....	3 92½
Peas, Canadian, boiling, bush.	2 90	3 00
Peas, split, 98 lbs.	....	5 00
Rolled oats, 90-lb. bags	3 37½	3 57½
Rolled wheat, 100-lb. bbl.	3 75	4 00
Rye flour, 98 lbs.	....	3 00
Wheatlets, 98 lbs.	3 75	4 00
Whole wheat flour, 98 lbs.	3 75	4 00

MILL FEEDS.—While there is no stiffening in prices just at present, it is anticipated that they will advance. Feeds are scarce. The pastures are done and as the supply grows more limited, the demand appears to grow bigger. It is felt in some quarters that millers are husbanding their stocks with a view to realizing a better profit at an early date.

Mill Feeds—	Mixed cars, per ton	
Bran	25 00	26 00
Shorts	27 00	28 00
Middlings	30 00	32 00
Wheat moulee	....	30 00
Feed flour, per bag	1 85	1 90
Oats—		
No. 3, Ontario, outside points	0 50	0 51
No. 3, C.W., bay ports	....	0 60

WINNIPEG.

FLOUR AND CEREAL.—Conditions on flour market are quite satisfactory at present. Demand from cities apparently has fallen off somewhat, but from the country the call is remarkably good. A satisfactory factor is that the orders placed for December delivery are being filled. There is no putting off delivery on the part of country merchants. It becomes more than ever evident that heavy business will be done during Christmas in flour. The snow which has recently fallen in large quantities will improve country ordering.

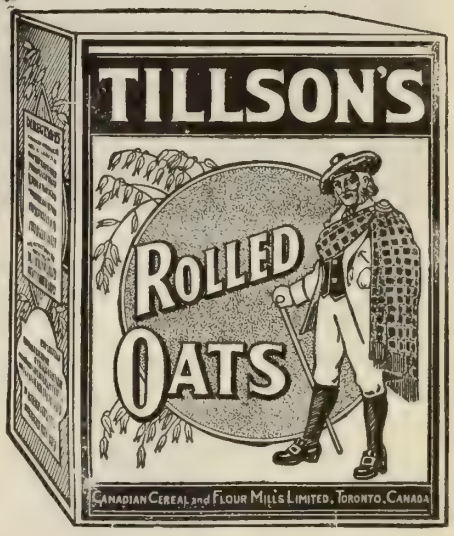
Manitoba Wheat Flour—		Per bbl.
First patents	....	6 40
Second patents	....	5 80
Strong bakers'	....	5 10
Cereals—		
Rolled oats, per 80 lbs.	....	2 80
Oatmeal, fine, standard and gran'd, 98 lbs	....	2 80

TILLSON'S OATS





A FOOD— NOT A FAD



A Canadian Product

MADE IN CANADA

By Canadians

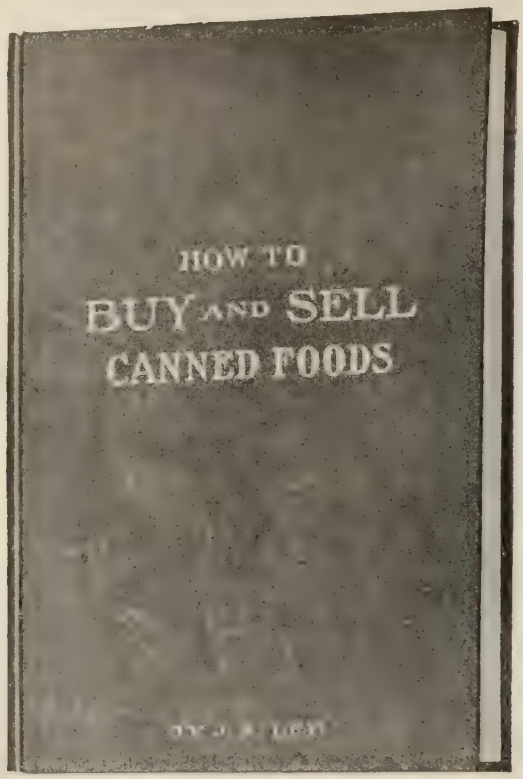
Our special house to house campaigns are sure business getters for the retailer. Get *your* share of the profits. Keep a good display in your windows, on your counters and shelves. Your customers appreciate the superior quality and flavor of

TILLSON'S OATS

We carry a complete stock of cereals, pastry and bread flours at all our warehouses. Write or phone us for quotations. We guarantee quick service, prompt shipments and quality.

Canadian Cereal & Flour Mills, Ltd.

TORONTO M. 5069 ONTARIO



A Practical Text-Book of the Canning Trade

it was written by a practical man for practical men and intended to help all distributors of canned foods.

INDEX TO CONTENTS

Origin and History of Canned Foods.
How to Regulate Stocks and Purchases.
Apparent and Real Costs.
How to Handle Swells, Leaks and Rusties.
How to Prevent Business Leaks and Stealages.
Buying and Selling Futures in Canned Foods.
Use and Expense of Samples.
Arrangement of Samples in Salesroom.
Employment and Training of Salesmen.
Selling Points Applied to Canned Foods.
A Model Business Organization.
Advantages and Disadvantages of Private Labels.
Advantages and Disadvantages of Packers' Labels.
Window and Counter Displays; Illustrated.
Hard Work and Hard Play.
Established Standards of Quality; for Corn, Peas, Tomatoes and other articles. Also standard sizes and kinds of cans used.

How to Buy, Grade and Sell Canned Apples, Asparagus, Beets, Blackberries, Blueberries, Cherries, Clams, Corn, Crabs, Gooseberries, Hominy, Kraut, Lima Beans, Lobster, Meats, Milk, Okra, Oysters, Peaches, Pears, Peas, Pineapple, Plums, Pork and Beans, Pumpkin, Raspberries, Red Kidney Beans, Salmon, Sardines, Spinach, Squash, Strawberries, Stringless Beans, Succotash, Sweet Potatoes.

This book contains more than 200 pages, is handsomely bound in cloth, printed in neat, clear type, on eggshell finish paper, completely indexed and well illustrated. Price $2.15 per copy, postage paid.

The McLean Publishing Company, Ltd.
Book Department
143-153 University Ave. TORONTO

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs.	$ 2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 80
No. 10 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 30
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs.	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER

Size.	Less than 10 case lots. Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$ .95	$ .90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2½-lb.	11.60	11.35
3-lb.	13.60	13.35
5-lb.	22.35	21.90

Barrels—when packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal. $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each 0 03½
500 books to 1,000 books. 0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN.

	Per case.
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	$2 88
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	3 30
King's Food, 2 doz. to case, weight 95 lbs.	5 20
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 30
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 30

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars.

	Per doz.
Strawberry, 1914 pack	$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35

Satisfaction with our service increases with years



Ask any of our numerous clients what they think of Nicholson & Bain "Service." We have no idea what they will tell you exactly, but we are certain the tone of their reply will be one of entire satisfaction. Just write them to-day. Or, better still, write us regarding the plan, the connection, the organization that made their remarkable Western success possible. Write us NOW —while you think of it.

Nicholson & Bain

WHOLESALE COMMISSION AGENTS AND BROKERS

HEAD OFFICE: WINNIPEG. Branches: Regina, Saskatoon, Edmonton, Calgary, Vancouver

A tip on the side, Mr. Grocer









Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

St. George Brand Coffee, 2 doz. in case	**$4.80**
St. George Evaporated Milk, 4 doz. in case	**3.60**
Banner Condensed Milk, 4 doz. in case	**5.25**
Princess Condensed Milk, 4 doz. in case	**4.50**
Premier Machine Skimmed, 4 doz. in case	**3.80**

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

ST. GEORGE, ONTARIO

Headquarters for Fish

Listen, Mr. Grocer—

Have you got a Fish Department? If you have not, you are overlooking the handling of a line that pays you a margin of 30 to 50 per cent. profit. Here are a few of our specialties that sell themselves if properly displayed:

Finnan Haddies **Haddie Fillets**
Bloaters **Kippers**
Fresh Smoked Gold Eyes
Salt Cod **Salt Herring**
Salt Mackerel
Fresh Bulk Oysters

Will you write us for prices to-day?

The Winnipeg Fish Co., Ltd.
Winnipeg, Man.

Fresh Pork Sausage

This is the Season for Sausages, and they are the very finest goods on the market. Prices are no higher than last year.

Let us book you up for regular shipments every day by express or as required.

Made under Government inspection.

F. W. Fearman Company
LIMITED
HAMILTON

Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 00
Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 24 bars per box	0 85

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 30
Navy chocolate, ½'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ½'s	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case.
Eagle Brand, each 4 doz.	$ 6 25
Reindeer Brand, each 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each 4 doz.	5 60
Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St Charles Brand, tall, each, 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. tins, 2 doz. to case, weight 35 lbs.	3[illegible]
1 lb. tins, 4 doz. to case, weight 80 lbs.	3[illegible]

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb. tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, per lb.	27

Shipping weight, 50 lbs. per case.

MINTO BROS.

MELAGAMA COFFEE.

	Whol.	Ret'l.
1s, ½s, Grd.	25	30
1s, ½s, B. & G.	32	40
1s only, B. & G.	35	45
1s, ½s, B. & G.	38	50

Packed in 30 and 50-lb. cases. Terms net 30 days prepaid.

(MINTO COFFEE (Bulk)

M Bean or Gr.	38
I Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	28
Spec. Grd. Compound	25

Packed in 25 & 50-lb. tins.

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

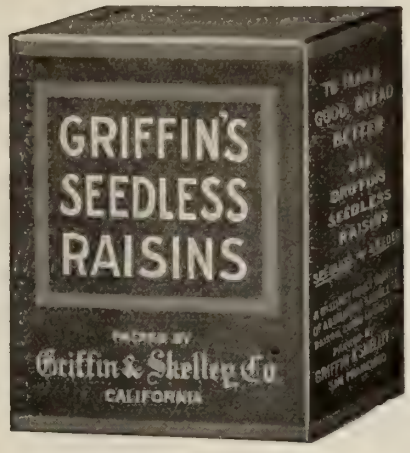
1 oz. bottles, per doz., weight 3 lbs.	$ 1 15
2 oz. bottles, per doz., weight 4 lbs.	2 20
2½ oz. bottles, per doz., weight 6 lbs.	2 50
4 oz. bottles, per doz., weight 7 lbs.	4 00
8 oz. bottles, per doz., weight 14 lbs.	7 50
16 oz. bottles, per doz., weight 23 lbs.	14 40
32 oz. bottles, per doz., weight 40 lbs.	28 80
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

Special Delivered Price for Canada

	Per doz.
½-oz. (4 doz. case), weight 9 lbs., retail each 15c	$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each $1.50	13 00
Pint (1 doz. case), weight 29 lbs., retail each $3	25 00
Quart (1 doz. case), weight 53 lbs., retail each $5.50	47 75
Gallons, each, retail each $20	17 15



If little Jack Horner had pulled a

Griffin's Seedless Raisin

out of his Christmas pie, he would have known his mother's Grocer had an eye for quality.

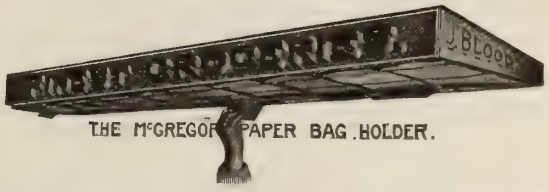
CHOCOLATE TURKISH DELIGHT
SULTANA BRAND
OPC

Just the thing for Heavy Christmas Sales

Nothing else meets the need for a wholesome and delicious Christmas confection quite so well as Chocolate Turkish Delight. Once the folk see it on display in your store its luscious goodness will prove an irresistible sales-winner. Feature it prominently. Feature it NOW. You'll prepare the way for easy, all-year sales.

Oriental Produce Co., Montreal

A store convenience — costs little — gives big service



Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or
THE O. P. McGREGOR PAPER CO., LIMITED,
411 Spadina Ave., Toronto.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper

WHITE SWAN

Quality Counts— Costs More— Worth It!

Who has to take the responsibility when you sell an article that is adulterated?

Who does the **Government** blame?

When you sell an article that does not give entire satisfaction—Who does the **customer** blame?

YOU!

It does not matter whether your customer asked for a particular brand or not—it may be her favorite package of cereals—if the goods are stale or otherwise bad, does she blame the manufacturer?

No!

You are the only person she is dealing with—and **you** must **stand** the **consequences**!

Unfortunately in the majority of cases you do not even have the opportunity of offering an explanation—Valuable customers simply begin to trade elsewhere and **you lose money**!

Doesn't it pay to handle only the best—the highest quality that is possible to produce? It may cost more—but isn't it worth it?

You take no chances in handling WHITE SWAN PRODUCTS. We protect you against the possibility of being criticized by the Government by sealing every package with a Government Warranty—We protect you against the possibility of dissatisfied customers by packing nothing but the highest grade goods it is possible to turn out.

WHITE SWAN Products are made in Canada by Canadians—for Canadians, and we solicit your business for this reason—in addition to the fact that we are giving you "Value" for every dollar that you give us, and "**Value**" is the essential element of every sale, not **price**.

WHITE SWAN SPICES AND CEREALS, LIMITED
TORONTO, ONTARIO

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F. O. B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63
	Per jar.
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

WHITE SWAN LYE

Single Cases, 4 doz.	$3 40
3 case lots, 4 doz.	3 30
5 case lots, 4 doz.	3 20

Shipping weight 50 lbs. per case.

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. $ 0.90

List Price.

JELL-O.

Assorted case, contains 2 doz 1 80

Straight.

Lemon, contains 2 doz	1 80
Orange, contains 2 doz	1 80
Raspberry, contains 2 doz	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz	1 50
Cherry, contains 2 doz	1 80
Peach, contains 2 doz	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz 2 50

Straight.

Chocolate contains 2 doz	2 50
Vanilla contains 2 doz	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz	2 50
Unflavored contains 2 doz	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap. Packed 100 bars to case.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 90
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Boxes.	Cents.
Laundry Starches—	
40 lbs., Canada Laundry	.06¼
40 lbs., Boxes Canada white gloss, 1 lb. pkg.	.06¾
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs., No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs No. 1 white	.06¾
200 lbs., bbls., No. 1 white	.06¾
50 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water) per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch	.06½
(120-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

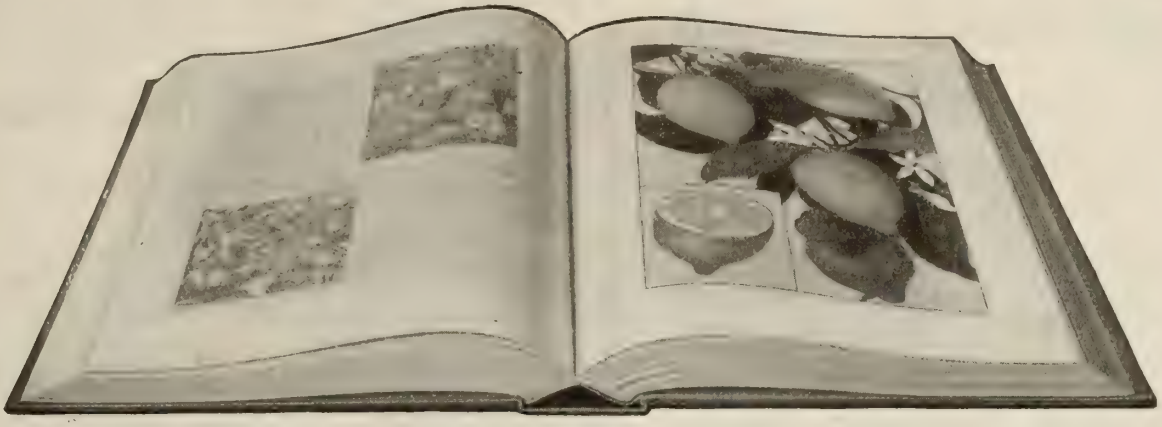
Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06¾
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07¼
Barrels, 200 lbs.	.06¾
Kegs, 100 lbs.	.06¾
Lily White Gloss—	
1-lb. fancy cartons cases 30 lbs.	.07¾
8 in case	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08¼
Kegs extra large crystals, 100 lbs.	.07¼
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06½
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07¾
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07¾

(20-lb. boxes ¼c higher than 40's.

THE GROCER'S ENCYCLOPEDIA

A VERITABLE CONSULTING LIBRARY

A Most Appropriate Christmas Gift



A CHRISTMAS gift that is sure of an appreciative welcome by anyone in the grocery business is a copy of Artemas Ward's "GROCER'S ENCYCLOPEDIA." It possesses double merit—as a reference work of high, practical value and a volume full of entertainment to the eye and mind.

A grocer who presents a copy to his manager, chief salesman or other employee has the satisfaction of knowing that the book will not only be thoroughly enjoyed, but also that the person receiving it **will be profited by its possession.**

The advance of the business during the last few years renders it essential that the modern grocer and his employees keep themselves thoroughly informed and up-to-date, and nothing is more likely to stimulate the professional interest of the salesman than the fascinating light which this book throws on many phases of the grocer's calling and on innumerable items of his stock.

Or—supposing that Santa Claus is working in the opposite direction—one may suggest that **Mrs.** Grocer could not surprise her husband with anything that he would enjoy more—nor anything that would be of more practical aid to him in his business. Or, the salesmen can club together and give it to the boss!

Whether it is either, or both, **Mr.** Grocer and **Mr.** Salesman receiving the book as a Christmas remembrance, an additional and very delightful advantage is the fact that **Mrs.** Grocer and **Mrs.** Salesman will find as much interest and practical information in it as will their husbands. Such a combination is altogether too rich and too unusual to be passed by, when the cost is only $10.50!

The grocer or grocery salesman who possesses a copy of "The Grocer's Encyclopedia" need never feel embarrassed by any questions pumped at him by a housekeeper of enquiring mind, for that magnificent work will answer them all. Caviar types, truffles of different countries, mushrooms of all varieties, fancy liqueurs, any of a thousand wines, food names in five languages, etc., etc.—**anything and everything you want to know is there.**

The text treats on fully 1200 subjects, covering all kinds of foods—their habitat, cultivation, preparation for market, quality and grades—and containing many inside trade "pointers," which are of practical value in buying and caring for goods, which you can obtain nowhere else.

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The select of the fishermen's catch

The sweet, freshly caught fish are scientifically prepared and packed by the Connor process. All the fresh ocean flavor is fully retained. The deliciousness of *Brunswick Brand* Sea foods are enjoyed by the masses throughout the Dominion.



For quick selling and customer satisfaction there is nothing that surpasses these Brunswick lines:

¼ Oil Sardines,
¾ Mustard Sardines,
Kippered Herring,
Herring in Tomato Sauce,
Finnan Haddies (oval and round tins)
Clams,
Scallops.

Better fill in your stock now and get your share of the profitable summer fish sales.

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Limited,
Black's Harbor, N.B.

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Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, 50; Chinese Washing Powder, 8 oz., 120 pack., per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, $7.20.

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In boxes only.

Packed as follows:
5c packages (96) $3 20
1 lb. packages (60) 3 20
½ lb. packages (120)..... 3 40
1 lb. 30
½ lb. 60 } Packages, Mixed. 3 30

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THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case....$2 65
5-lb. tins, 1 doz. in case.... 3 00
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20-lb. tins, ¼ doz. in case. 2 85
Barrels, 700 lbs. 3¾
Half barrels, 350 lbs. 4
Quarter barrels, 175 lbs..... 4¼
Pails, 38½ lbs. 1 95
Pails, 25 lbs. each 1 40

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2-lb. tins, 2 doz. in case.... 3 00
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10-lb. tins, ½-doz. in case.. 3 25
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(5, 10 and 20-lb. tins have wire handles.)

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Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

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Gingerbread Brand.
2s, Tins, 2 doz. to case.

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Ontario, per case 1 90
Manitoba, per case 2 30
Saskatchewan, per case ... 2 60
Alberta, per case 2 70

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2s, Tins, 2 doz. to case.

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Manitoba, per case 3 40
Saskatchewan, per case ... 3 65
Alberta, per case 3 75
British Columbia, per case. 3 55
British Columbia, per case. 2 40

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PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz. 0 90
Pint bottles, 3 doz. cases, doz. 1 75

H. P.

H. P. Sauce— Per doz.
Cases of 3 dozen 1 90
H. P. Pickles—
Cases of 2 doz. pints ... 3 25
Cases of 3 doz. ¼-pints.. 2 20

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JAMES DOME BLACK LEAD.

2a size, gross 2 50
6a size, gross 2 40

NUGGET POLISHES.

Doz.
Polish, Black and Tan 0 85
Metal Outfits, Black and Tan 3 65
Card Outfits, Black and Tan 3 25
Creams and White Cleanser 1 10

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East of Winnipeg.

	Wholesale.	R't'l.
Brown Label, 1s and ½s	.29	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.35	.45
Red Label, 1s and ½s...	.41	.55
Gold Label, ½s	.49	.65
Red-Gold Label, ½s	.55	.80

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"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's $2 15
4's 0 35
5's 0 42
7's 0 60
30's, wood 0 08
12-oz. glass jar 1 15
Tumbler, glass 0 95

MARMALADE.

2's, per doz. $2 30
4's, per pail 0 40
5's, per pail 0 45
7's, per pail 0 65
30's, wood, 1b..... 0 08¾
12-oz. glass jar, doz..... 1 20
Tumbler, glass, doz..... 1 00

Prices subject to change without notice.

MINTO BROS., Limited.
Toronto.

We pack in 60 and 100-lb. cases. All delivered prices.

MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or ½s.	0 29	0 35
Green Label, 1s, ½s, ¼s	0 32	0 40
Blue Label, 1s, ½s, ¼s	0 37	0 50
Yellow Label, 1s, ½s, ¼s	0 42	0 60
Purple Label, ¼s only	0 55	0 80
Gold Label, ¼s only.	0 70	1 00

MINTO TEA.

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

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White Swan Yeast Cakes, per case, 3 doz. 5c pkgs., 1 15

IMPERIAL TOBACCO CO. OF CANADA, LIMITED.
EMPIRE BRANCH.

Black Watch, 7s, ½ butts, 9 lbs., boxes 6 lbs.....$0 53
Bobs, 6s and 12s, 12 and 6 lbs. 0 46
Currency, 12s, ½ butts, 12 lbs., boxes 6 lbs..... 0 46
Currency, 6s, ½ butts, 9 lbs. 0 46
Stag Bars, 6s, ½ butts, 12 lbs., boxes 6 lbs..... 0 45
Walnut Bars, 8½s, boxes 7 lbs. 0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes 0 67
Pay Roll, thin bars, 8½s, 5 lb. boxes 0 67
Pay Roll, plug, 8½s, 12 and 7 lb. caddies 0 67
Shamrock, plug, 7½s, ½ butts, 12 lbs., boxes 6 lbs. 0 57
Empire, 7s and 14s, caddies 15 lbs., ¼ caddies 6 lbs.. 0 52
Great West, pouches, 9s.... 0 67
Forest and Stream, tins, 11s, 2 lb. cartons 0 89

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From Coast to Coast the price on

WETHEY'S

CONDENSED MINCE MEAT

is absolutely unchanged.

THERE HAS BEEN NO ADVANCE.

We have protected the trade and ourselves for some time to come.

J. H. Wethey, Limited

ST. CATHARINES, ONTARIO

XMAS ORDERS

If you have not yet placed your order for Xmas fruit, send it along to-day. The quality was never better and our prices are right. We load our goods ourselves at our own door and ship in through heated refrigerator cars.

This assures you of quick delivery in good condition in most severe weather.

THE HOUSE OF QUALITY

Hugh Walker & Son

Established 1861

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MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S.**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

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HALIFAX, NOVA SCOTIA

"Made in Canada"

Brooms of Quality

to introduce our

CANADA LINE

Please note the following:

Special Prices

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Fine Polished Colored Handles

No. 1	CANADA,	5	stg. - -	$4.50
" 2	"	4	" - -	4.00
" 3	"	4	" - -	3.75

6-doz. Lots and up delivered (Ontario)

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HAMILTON

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Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

Dr. JACKSON'S

ROMAN MEAL

Made in Toronto

ROMAN MEAL CO.

MONARCH ROAD

"TRENT LOCK"

EGG FILLERS

FOR 30 DOZEN CASES

FOR ONE DOZEN CARTONS

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TRENTON, ONTARIO, CANADA

The Best for all forms of Coughs, Asthma, Bronchitis, and all ailments of Respiratory Organs.

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FOR AGENCY, WRITE

THE MERIT CHEMICAL CO.

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The Highest Quality

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"Quality" Cocoa

On Sale Anywhere.

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If you are interested in Irish trade.

The

Condensed Ad.

page

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TORONTO CANADA

Every Merchant who handles—

Mathieu's Nervine Powders



knows that they sell themselves. So effective are they in all cases of headaches that when once tried they are immediately recommended. Every merchant can with perfect safety recommend Mathieu's Nervine Powders as a perfectly safe and harmless remedy in all cases of headaches. Any merchant may try Mathieu's Nervine Powders at our expense, as per coupon attached. *Mathieu's Syrup of Tar and Cod Liver Oil is a specific in all forms of colds.*

The

J. L. MATHIEU CO.

Proprietors

Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name .....

With (Name of firm) .....

Street .....

City or town .....Prov.....

HOLLAND RUSK

have an established reputation for uniformity of quality and general excellence. Keep it displayed on your counter and watch the demand grow.

HOLLAND RUSK COMPANY

HOLLAND, MICH.



AN AD IN THIS PAPER WILL BRING RESULTS AND HELP TO BUILD UP YOUR BUSINESS.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

MISCELLANEOUS

EVERY MERCHANT WHO SEEKS MAXImum efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE INSURE IN THE Hartford. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

DO YOU WANT TO SELL OR BUY A business? If so, write Moore Bros., Business Brokers, 802 Lumsden Bldg., Toronto, Ont. (2711)

WANTED

WANTED—ENERGETIC MAN TO SECURE subscriptions and renewals to Maclean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Ontario.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

TRAVELLER CALLING ON THE GENeral trade, with good connection in Saskatchewan, wants one or two lines on commission. Box 1692, Saskatoon, Sask.

WANTED FOR MONTREAL AND QUEBEC districts, Local Commission Agents. Successful agencies operating at all other important distributing centres in Canada. Address Sanitary Chemical Co., Pittsburgh, Pa., U.S.A.

AGENCIES WANTED

WANTED—AGENCIES FOR CONFECTIONery, biscuits, jams, canned goods and other grocery lines, on commission. R. C. Webber, 79 Merrick St., Hamilton.

WANTED—AGENCIES FOR PROVINCE OF Prince Edward Island on a commission basis for any special or good general lines handled by the drug or grocery business. Firm has good connection with local trade and already represents several manufacturers. Special facilities for advertising or distributing samples if required. Write P. E. Island Agency, Box 265, Charlottetown, P.E.I.

FOR SALE

STORE FOR SALE—DOING A STRICTLY cash business of about $1,000 per month. Clean stock of about $1,500. Post office in connection. Apply Postmaster, Fort Pitt, Sask.

GROCERS' COUNTERS AND SHOW CASES at 25% to 50% below regular price to clear stock. Special sale of samples and Exhibition cases from Oct. 1 to 15. All new goods at reduced prices. Call at special sales rooms, 120 Bay St., Toronto, or write for particulars to Jones Bros. Co., Limited, 29-31 Adelaide St. W., Toronto.

FOR SALE—AN ADVERTISEMENT UNDER this heading would be seen by practically every progressive grocer in the Dominion. This means that it will be read by the very man who is in need of such a coffee mill, cash register, cheese cutter, showcase, etc., that may be standing idle in your store, and which could be turned into money by an outlay of just two cents a word. See our rates above and send your ad. along to-day.

GROCERY STORE FOR SALE—GOOD CENtral location in the City of Windsor, Ont. Butcher business in connection. Two-family residence. Flat rented at $20.00 per month. Turnover, $20,000 yearly. Will sell cheap. Reasons: retiring from business. Write Box 67, Canadian Grocer, Toronto, Ont.

STORE TO RENT OR LEASE—TWOstorey frame corner building, size 25 x 60, perfectly fitted for general merchant business in a Southern Saskatchewan coal mining town. A good business proposition to the right man, with immediate occupation. For full particulars write A. H. McConnell, Box 11, Roche Percee, Sask.

GENERAL MERCHANT'S BUSINESS, POST office attached, for sale, on Vancouver Island. Turnover $15,000 yearly. Sound business; $10,000 will handle; $3,000 yearly can be made. Apply Box 68, Canadian Grocer, Toronto. Principals or solicitors only treated with.

Mail Contract

SEALED TENDERS, addressed to the Postmaster General, will be received at Ottawa until noon, on Friday, the 8th January, 1915, for the conveyance of His Majesty's Mails, on a proposed Contract for four years, eighteen times per week each way, between Brampton P.O. and Canadian Pacific Ry. Station, from the Postmaster General's pleasure.

Printed notices containing further information as to conditions of proposed Contract may be seen and blank forms of Tender may be obtained at the Post Offices of Brampton, and at the office of the Post Office Inspector, Toronto.

A. SUTHERLAND,
Post Office Inspector.

Post Office Inspector's Office,
Toronto, Nov. 26th, 1914.

A want ad. in this paper will bring replies from all parts of Canada.

Will You Help The Hospital for Sick Children, the Great Provincial Charity ?

Dear Mr. Editor:—

Thanks for the privilege of appealing through your columns on behalf of the Hospital for Sick Children. The Hospital takes care of sick and deformed children, not only in Toronto, but in the Province, outside of the city.

This coming year, of all the years in the Hospital's history, has a more serious outlook, as regards funds for maintenance, than any year that has passed its calendar.

So many calls are being made on the purses of the generous people of Toronto and Ontario, to help the soldiers of the Empire, that as I make my daily rounds through the wards of the Hospital, and see the suffering children in our cots and beds, the thought strikes me as to whether the people will as of old, with all the demands made upon them, answer our appeal and help to maintain the institution that is fighting in the never-ending battle with disease and death, in its endeavor to save the stricken little ones in the child-life of Ontario.

Last year there were 394 in-patients from 210 places outside of Toronto, and in the past twenty years there have been 7,000 from places in the Province other than Toronto.

It costs us $2.34 per patient per day for maintenance. The municipalities pay for patients $1 per patient per day; the Government allows 20 cents per patient per day; so, deducting $1.20 from $2.34, it leaves the Hospital with $1.14 to pay out of subscriptions it receives from the people of Toronto and the Province. The shortage last year ran to $18,000.

Since 1880 about 1,000 cases of club feet, bow legs and knock knees have been treated, and of these 900 had perfect correction. Nearly all these were from different parts of the Province outside of the city of Toronto.

Remember that every year is a war year with the Hospital; every day is a day of battle; every minute the Hospital needs money, not for its own sake, but for the children's sake. The Hospital is the battle-ground where the Armies of Life have grappled with the Hosts of Death, and the life or death of thousands of little children is the issue that is settled in that war. Will you let the Hospital be driven from the field of its battle to save the lives of little children for the lack of money you can give and never miss?

Every dollar may prove itself a dreadnought in the battle against death, a flagship in the fleet that fights for the lives of little children.

Remember that the door of the Hospital's mercy is the door of hope, and your dollar, kind reader, may be the key that opens the door for somebody's child.

Will you send a dollar, or more if you can, to Douglas Davidson, Secretary-Treasurer, or

J. ROSS ROBERTSON,
Chairman of the Board of Trustees,
Toronto.

Place Your Christmas Window in the Contest

This year *Canadian Grocer* will have as usual a Christmas window competition open to grocers and their clerks. When you have your best window in shape, have it photographed and entered in the race. It may be in the money.

Selling Power, Attractiveness and Originality

will be the basis of judgment. Windows must be trimmed with Christmas goods.

Photographs must be mailed before December 31. See that photographer gets good picture and give description of the window.

The Prizes

Towns and Cities over 10,000 Population		Centres under 10,000 Population	
1st Prize	$5.00	1st Prize	$5.00
2nd "	3.00	2nd "	3.00
3rd "	2.00	3rd "	2.00

The Christmas Ad. Writing Contest

For the best Christmas newspaper advertisement submitted by end of year *Canadian Grocer* will give a prize of $3; to the second best, $2. Clip it from the newspaper and briefly outline your ideas concerning advertising and its selling advantages.

Address:

THE EDITOR, CANADIAN GROCER

143-153 University Avenue

TORONTO



What doctors recommend is worth your while to push.

THE JOHN MACKAY'S BARLEY FOOD

FOR BABIES AND INVALIDS

is unanimously recommended by the leading physicians and generously used in all hospitals of any importance. The best and most nourishing form in which barley can be prepared; an exclusive process of The John MacKay's. Once used, Barley Food becomes the family mainstay, and excellent uses can be found for it in the homes of all classes. Just try a can, to see how Barley Food will "take hold" of you and build you up, especially if you suffer from indigestion and all kindred ills, for it will stay with you when nothing else will. It means 50% to you, Mr. Retailer.

We have the only exclusive barley mill on the continent. Order to-day from your wholesaler or direct.

John MacKay Co., Ltd., Bowmanville, Ont.

The only exclusive Pot and Pearl Barley Mill in Canada

Apples

We will pack

10,000 barrels

of the celebrated Georgian Bay Apples this Fall. Place your orders early.

LEMON BROS.

Owen Sound, Ontario

They're
Now on the Market

B.L.O.E.

(Best Lemons on Earth)

Mention when ordering:

St. Nicholas
Home Guard
Queen City
Puck
Kicking

They're the Brands.

J. J. McCABE

Agent

Toronto

Let the Quality, the Flavor, the Rich Aroma of

The Rock City Lines

bring you
Unusual
Christmas Sales

The Rock City Tobacco Co.
Limited, Sherbrooke, Que.

The Sherer Grocery Counter
MADE IN CANADA

This splendid grocery counter is in use in hundreds of progressive Canadian stores.

BIGGS BROS. LIKE THEIRS.

Sherer-Gillett Co.,
Chicago, Ill.

Regina, Sask., Canada,
December 1st, 1913.

Dear Sirs:—

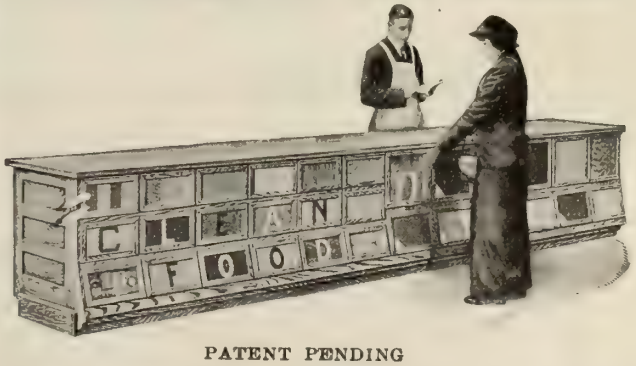
We are very well satisfied with your counter; in fact we don't know how we could get along without it now. It is clean, dust-proof, and is well built as good furniture, and we do not hesitate to say that it has paid for itself.

Next year we intend to enlarge our store and we will be in the market for another counter, and it will be a Sherer.

Yours very truly,

BIGGS BROS.,
per Chas. A. Biggs.

Give us—please—the opportunity to tell you some of the many ways in which our counter will increase your net profits. A request for catalog C10 will bring you free information.



PATENT PENDING

SHERER-GILLETT COMPANY

Head Office: Chicago, Ill.

Canadian Office and Factory: Guelph, Ont.

You are paying for a BARR Register whether you own one or not!

Some merchants are apt to think that they are saving money by delaying the purchase of a BARR ACCOUNT REGISTER. It's an absolute fact that the profits it saves you, and the increased capacity for business it gives you and your clerks, makes the BARR more than pay for its way in your store. If you doubt this, give us an opportunity to prove it. If we can do so, YOU are by far the biggest winner. If we can't, it costs you nothing.

Some BARR Benefits

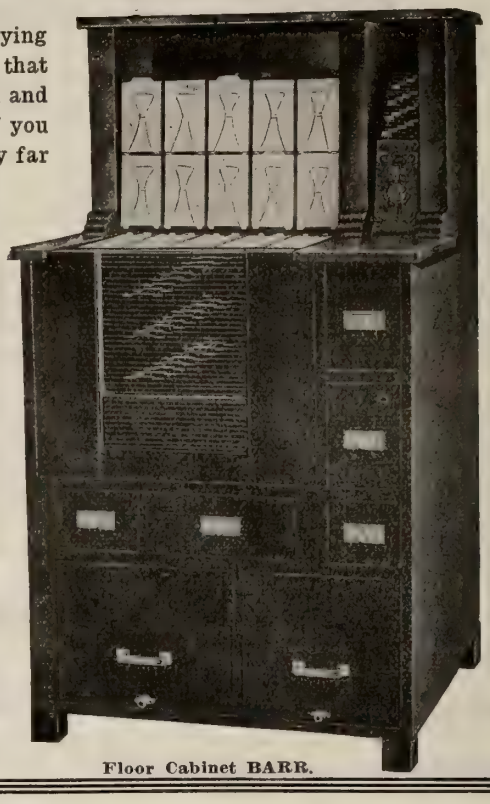
Your customer gets a statement of his account to date with every purchase. You do all your bookkeeping with the one writing. Your books are always posted up to date. Prevents your customers overstepping their credit limits. Prevents bad debts. Tells you at a glance what your customers owe you. Does away with the hours of over-time you devote to getting your books posted and your accounts out at the end of the month. Establishes the confidence and respect of your customers. Enables a green clerk to fall into your system of charging with five minutes' explanation.

The Barr Account Register has many exclusive space and time-saving advantages that we want to explain to you. Write for our literature to-day.

Barr Registers Limited - Trenton, Ont.

Great Britain: 5 Arundel St., Strand, London, and factory at Birmingham

NO TROUBLE FROM ANY SOURCE IF YOU BUY A BARR! The Barr Register is a bona-fide Canadian invention, fully protected by valid patents. There never have been any legal proceedings against above patents, notwithstanding all competitors' talk to the contrary. We make this announcement as we understand that some merchants have been imposed upon and induced to buy other Account Registers through such talk. (Signed) Barr Registers, Limited.



Floor Cabinet BARR.

Most people insist upon having

CHASE & SANBORN'S
High-Grade Coffees

If you don't sell them you are driving some good trade away from your store.

Chase & Sanborn, - Montreal

HIGH-GRADE COFFEES

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Interesting Prices!

"It is resolved that during the present crisis this firm shall endeavour to sell at the lowest prices possible in order to help the 'Business as Usual' Campaign."

Laporte, Martin, Limitee.

EVAPORATED FRUITS.

Apples, choice, 50s	.06½
Apricots, 25s	.14
Peaches, 50s	.12
Peaches, 25s	.08

CALIFORNIA PRUNES, 25s, LOOSE.

30-40	.12½
60-70	.10
90-100	.08

ROASTED PEANUTS.

Better prices than last week.

COON	.07
"G"	.07½
Bon Ton	.10

By buying at the lowest prices without sacrificing Quality you are helping the movement "Business as Usual."

BECAUSE

you can offer these goods to your customers at inducing prices. Thus making good the slogan:

"Business as Usual."

Laporte, Martin, Limitée

St. Paul St., Montreal

Telephone Main 3766

Your Clerks Will Appreciate
CANADIAN GROCER
For A Christmas Present

What more practical gift could you make them, than a year's subscription to Canadian Grocer? Each week it will help and counsel them. Each week it will make them more valuable assistants to the firm.

WINDOW DRESSING

During the course of the year Canadian Grocer publishes dozens of timely window displays on a larger scale than any other grocery paper. The articles accompanying the illustrations assist the window trimmer to make his windows one of the grocer's best selling assets.

CARD WRITING

A new series of lessons on Modern Show Card Lettering and Designing begins after Christmas. These lessons contain solid, practical, common - sense instruction. Every store should develop at least one expert card writer. Neat show cards and price tickets increase sales.

SALESMANSHIP

Articles on Salesmanship are written in Canadian Grocer specially to help clerks increase their sales. They are written in an interesting style and will increase the enthusiasm of the entire staff.

On receipt of your instructions, we will send an appropriate Christmas card to the recipients of your kindness, telling them that you have instructed us to send them Canadian Grocer for a year as a Christmas Gift.

They will appreciate such a gift, and it will be a weekly reminder of your thoughtfulness throughout the year.

Sign and mail the coupon TO-DAY, so we will have time to start the gift with the Christmas issue.

Christmas Gift Subscription Coupon

CANADIAN GROCER
143-153 University Ave., Toronto

Gentlemen:

I enclose / will send ..... Dollars, for which please enter yearly subscription for the following:

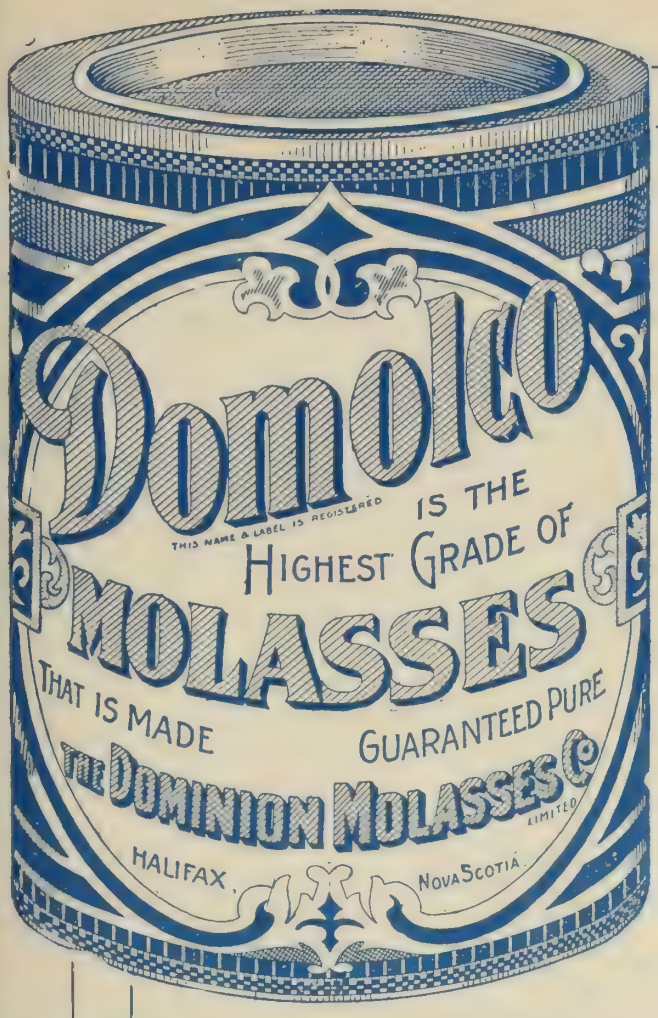
Name..... (Recipient of gift) .....Name..... (Recipient of gift) .....

Address..... .....Address..... .....

Donor's Name..... .....

Address..... .....

Yearly Subscription, $2.00.



Every package of molasses bearing this registered label must contain

The Best

Domolco Molasses

is superior for table use to any molasses in the Dominion

GUARANTEED PURE

Domolco is the registered name of a pure, refined product of British West India Sugar Cane — the delicious refined molasses that is far superior to Glucose Syrups for table use and has no equal for all kinds of cooking purposes.

This molasses is put up in sanitary Lever Top Tins attractively labelled -all sizes.

Your Wholesaler Can Supply You

The Dominion Molasses Co., Ltd.

HALIFAX, N.S.

Distributors for Manitoba and Saskatchewan: Messrs. The W. H. Escott Co. Ltd., Winnipeg



Grocery Wall Case Combination X-3

Section No. 41, 6 ft. Section No. 100, 9 ft. X-3 spice, 9 ft. 7 in. No. 100, 9 ft. long. Open No. 40 to order.

Lower case 48 in. high, 18 in. wide top; Shelving 48 in. high, 10 in. wide; Bevel mirror in spice section 32 x 56.

No. 41 for Confectionery or Tobaccos made to order. Sections No. 100 and X-3 stock in white to assemble and finish promptly. Shelving and No. 40 Open Case made to any required length on short notice. Stock sections oak only, mahogany finish, made to order.

"Walker Bins" are air-tight and sanitary, unlike awkward, out-of-date drawers for foodstuffs. They eliminate waste and shrinkage and do away with an assortment of boxes, barrels and baskets on your floor. They will save you 25% of floor space occupied, and pay for themselves in a very short time.



Rear of Standard Grocery Counter

This shows rear equipment to be had in standard counter. Inclosed sliding doors for tobacco, bread or sundry articles, 2 shelves, shelf and paper space, bag holder for ½-lb. to 20-lb. sacks and full-sized sack or barrel bins, or 2 rows medium-sized bins.

Send us floor plan and measurements of your store, and let us show you how we can save you money, and increase your business.

The Walker Bin & Store Fixture Co., Ltd.

BERLIN, ONTARIO

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII PUBLICATION OFFICE: TORONTO, DECEMBER 18, 1914 No. 51



To our subscribers,
advertisers, readers
—friends all.

The old, old wish:—
A truly joyous
Christmas
and a
New Year
full of happiness

1914 from
Canadian Grocer

"FORCE"

Wheat is to-day the most talked of cereal in the World

Made by The H-O Company, Hamilton

Grown in Canada—Made in Canada

Cigars for Christmas



Tobacco Gifts Are Appreciated

for her in a box of Tuckett's Cigars, even in a pound of Tucke

Live grocers give prominence to a small

bacco department.

STOCK TUCKETT'S FOR ABSOLUTE SATISFACTION.

TUCKETT LIMITED

HAMILTON, ONT.

Sincerest Greetings

May all our friends in the trade enjoy in fullest measure the Merriest of Christmases, the Happiest of New Years.

May 1915 bring unalloyed prosperity and good health to each one of you.

May the New Year prove ever more plainly that "Quality" is the best policy.

Then here's to the most prosperous year in 1915.

A. P. Tippet & Co.
AGENTS
MONTREAL

Griffin & Skelley Dried Fruits

Fresh from the California fruit lands with Nature's full-flavor and goodness Griffin & Skelley Dried Fruits have always been distinguished by their purity, cleanliness and good quality. Whether you stock seedless Raisins, Prunes, Apricots, Peaches or Pears, or all of these lines, you'll find that each retains its freshness and original goodness.

Cox's Gelatine

All that scientific purity, all the scrupulous cleanliness, all that years of experience in the production of dainty dessert material can give, you'll find embodied in Cox's Instant Powdered Gelatine. Made in Britain, with British labor and British exactness as regards purity and quality. Cox's Gelatine has stood for years as the paramount dessert of the nation.

Taylor's Peels (Candied or Drained)

Just as his spots forever proclaim the leopard, so the quality of Taylor's Peels marks out the grocer immediately as one who has at heart the best interests of his customers. Better quality, probably, could not be secured, though you searched the world over. In Lemon, Citron and Orange, Taylor's Peels are always tender and represent the height of quality.

Thistle Brand Fish

Not only offer the best of quality, but a most nourishing dish at a nominal price. You can easily broaden your field by handling the savorsome Thistle Brand Lines. Put up in half and one pound sanitary, seamless tins open up just as fresh and tempting as when packed.

Sir James Crichton - Brown, M.D., says :—

"Retailers frequently do not present fish to their customers in an attractive form."



The cost of the **Arctic Fish Display** Case, as shown above, is very little when you consider the benefit derived from its use.

It brings trade to your store, ensures fish being kept in good condition, makes handling a pleasure, and profitable. **Price $27 net.**

$27 NET

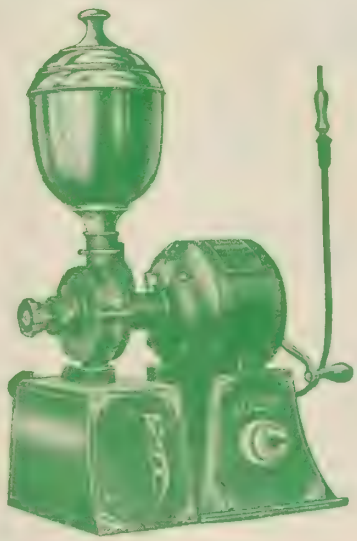
John Hillock & Co., Limited

TORONTO

AGENTS: Western Ontario: J. H Galloway & Co., Hamilton. Saskatchewan: Western Butchers' Supply Co., Regina, Sask. Montreal: W. S. Silcock, 33 St. Nicholas St.

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL



There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St. **PHILA., PA.**

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.



A genuine wish for a very Merry Christmas from the makers of the genuine Jams and Jellies.

—E.D.S.

E. D. Smith & Son

Limited

WINONA ∴ ONTARIO

— AGENTS —

NEWTON A. HILL	Toronto
W. H. DUNN	Montreal
MASON & HICKEY	Winnipeg
R. B. COLWELL	Halifax, N.S.
A. P. ARMSTRONG	Sydney, N.S.



Greeting

To All Our Grocer Friends:

May they receive their full share of the prosperity that is coming; may their faith in themselves, in their fellow grocers, and in their business grow strong; and may they obtain as much pleasure and satisfaction in featuring goods of unquestioned quality and purity as we do in producing them



Borden Milk Co., Limited

Leaders of Quality

MONTREAL

Branch Office: No. 2 Arcade Building
Vancouver, B.C.



For Over Thirty Years The Leader

Shirriff's True Vanilla stands supreme among vanilla extracts. No other equals it in sales in Canada. And no other equals it in quality, a fact which every progressive grocer knows.



Shirriff's True Vanilla owes its superior bouquet, strength and flavor to the special Shirriff process which the choicest real Mexican Vanilla beans undergo. No one has successfully imitated this process, because the process in its entirety is known only to the proprietors. It is not for sale. The makers of

Shirriff's True Vanilla

place a guarantee on every bottle as a token of their faith in their product. It also serves as a good talking point in selling. But most discriminating housewives know about Shirriff's True Vanilla, and are glad to buy it. If you are not selling this famous extract, place an order right soon. No enterprising grocer should be without a stock of this splendid selling line.

Imperial Extract Co.

Steiner and Matilda Streets
Toronto

Continental Grocery Bags

Let the fame of the name be your guide in buying.
REPUTATION is not always "a bubble"—sometimes it is a very beneficial thing—
As witness the reputation (DOMINION WIDE), of the

Continental Grocery Bags

Here are bags whose PRESENT PERFECTION is the cumulative result of constant effort and perfect methods in manufacture. Let this well-won fame decide your choice of Bags, and you will "close the avenue of future regrets."

The Continental Bag & Paper Co., Limited

Manufacturers **Ottawa**

Branches: MONTREAL and TORONTO
Agencies throughout Canada



A Prosperous New Year

depends almost wholly on satisfied customers. The grocer who pushes Cook's Friend Baking Powder is taking at least one means of insuring himself against poor business in 1915. Feature Cook's Friend to-day.

W. D. McLaren, Limited, Montreal

We Believe

That every grocer SHOULD enjoy increasing good cheer and prosperity during 1915.

That he CAN induce this condition materially by the quality of the goods he offers.

That he WILL attain enviable profits and increasing custom with the Line that Exceeds Expectations,—Melagama Tea and Coffee.

Blended, Packaged and Electrically Weighed in Canada.

Then here's to the best year ever in 1915

MINTO BROS., LIMITED
TORONTO



MAY your Christmas be as extremely Enjoyable as the Dinners Flavored with Paterson's Worcestershire Sauce.

ROWAT & CO.
GLASGOW, SCOTLAND

CANADIAN DISTRIBUTORS:

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

Quality and Quantity

WILL ALWAYS WIN

That is why our new piece

NIGHT STICKS

is selling so well.

A big cent's worth of delicious quality Flexible Licorice.

Order from your Wholesaler.

Everything in Licorice for Grocer, Druggist and Confectioner.

National Licorice Company
MONTREAL

To everyone—

Greetings

MAY this be a Merry Christmas, fully permeated with the joy that every Canadian must feel in the sense of his duty well accomplished during the present trying times.

Hudon, Hebert & Co., Limited
Montreal

Xmas and the War



The War has had a sobering influence on the nation, and this year Christmas will no doubt be spent more quietly than usual.

Probably no country in the world has been so little adversely affected on account of the war as our own fair Dominion, so we can look to the future with courage and optimism, and here in the firing line of business let us courageously do our duty to the Empire by doing our utmost to keep "Business as Usual."

To every grocer in Canada we wish the season's heartiest greetings.

RED ROSE TEA

"is good tea"



T. H. Estabrooks Co., Limited

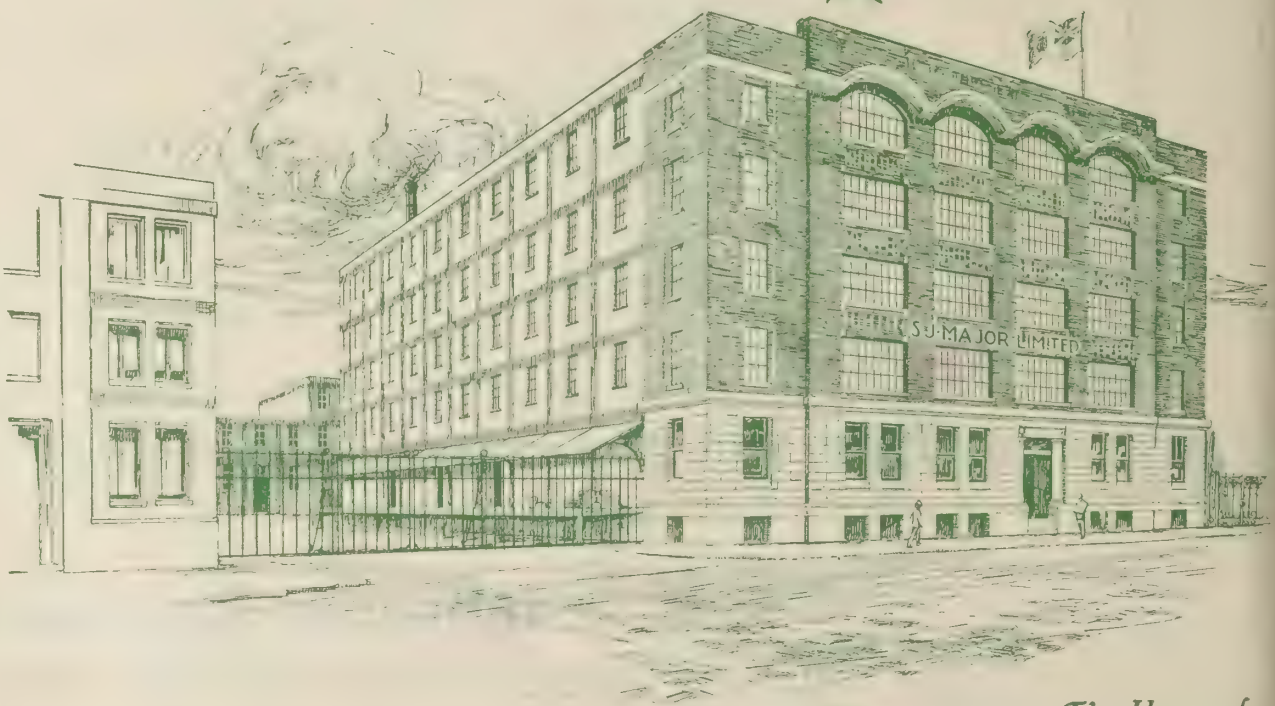
St. John Montreal Toronto Winnipeg Calgary



HERE'S to a record Christmas trade to every Canadian grocer, and a New Year surpassing in health and prosperity all that have gone before. Accept our sincerest thanks for past favors and the assurance of our endeavor to deserve their continuance.

S. J. MAJOR, LIMITED

Wholesale Grocers and Importers of Wines and Liquor.
126-136 YORK ST. OTTAWA



The House of Pre-eminent Quality

More Business than usual

in Black Lead is the experience of those who have constantly recommended "GIPSY."

¶ "GIPSY" is appreciated for its intense blackness, ease of polish and lasting brilliance: for its economy in use, and the entire absence of dust and dirt. These are the selling qualities which have forced up the sales of

GIPSY
Stove Gloss

to the advantage of every dealer who stocks it.

Order from your Wholesaler.

HARGREAVES (CANADA,) LIMITED, 33, Front Street, E. TORONTO.
Western Agents: For Manitoba Saskatchewan & Alberta: Nicholson & Bain, Winnipeg Regina, Saskatoon Calgary and Edmonton. For British Columbia & Yukon: Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.

"SOVEREIGN" SALMON



FINEST BRITISH COLUMBIA SOCKEYE

QUALITY IS OUR FIRST CONSIDERATION

PACKED BY
THE ANGLO BRITISH COLUMBIA PACKING CO. LIMITED
VANCOUVER, B.C.

Invincible Purity

Don't be afraid, Mr. Grocer, to state facts to your Christmas shoppers. We'll back you up.

"This Jelly Powder, Madam, is made from the very finest of ingredients and flavored from the juices of the celebrated Niagara Fruits.

Invincible Jelly Powder is automatically packed in our big, sanitary McLaren factory in Hamilton."



Tartan BRAND

THE SIGN OF PURITY

In store full assortment of Nuts — Grenoble, Marbot, Bordeaux Walnuts, Tarragona Almonds, Sicily Filberts, Large Washed Brazils, New Shelled Walnuts, New Shelled Almonds, full assortment of Sultana Raisins, all grades. 'Phone at our expense for rush shipments.

'Phone No. 3595, 3596, 3597, 3598, 4656, 748; Night 'Phone 1807

BALFOUR, SMYE & CO., Wholesale Grocers **HAMILTON**

You Can't Put the ELGIN NATIONAL out of Commission



Woodruff & Edwards Co.,
Elgin, Ill., U. S. A.



WE extend heartiest Christmas greetings and wish you a Prosperous and Happy New Year.

FORBES & NADEAU, - MONTREAL



SUGARS & CANNERS, LIMITED, extend to the trade the heartiest well-wishes of the season, and may the many courtesies shown in the past year be redoubled to our mutual benefit during 1915.



SUGARS & CANNERS, LIMITED
MONTREAL

May your Xmas be a Happy One and the coming year bring further fruit in the form of Peace, Plenty and Prosperity is the Season's Wish from

W. CLARK, LIMITED
MONTREAL





TYPICAL COMPANY ELEVATOR

PURITY FLOUR

More Bread and Better Bread

PURITY FLOUR Talk No. 3
To the Proprietor and his Assistants.

A UNIFORM FLOUR

PURITY FLOUR is widely known as a uniform flour. This uniformity is due largely to the method of wheat selection and mixture.

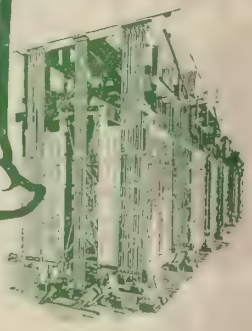
A wheat grown in one section will differ materially from that of another section nearby. If the miller were to grind one day from a wheat grown in one district and another day wheat grown in some other district, the flour could not be kept uniform in BAKING QUALITIES. By mixing wheat of the FIRST GRADE from many localities, the millers of PURITY FLOUR obtain a uniform product.

PURITY FLOUR is milled to a rigid standard from carefully selected grain. Its uniformity makes it highly acceptable to the housewife. Do you keep PURITY FLOUR in stock? It is guaranteed to be BETTER than "the other kind."

Main Offices: Winnipeg, Toronto, Victoria

8

THE SIFTERS



WESTERN CANADA FLOUR MILLS CO., LTD.
MILLERS TO THE PEOPLE



Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

LUMP SUGARS

Are you handling

St. Lawrence

Lump Sugars?

Packed in cartons and half cartons.
Crystal Diamonds for General use.
" Dominos especially for Coffee.
These are the prettiest and daintiest table Sugars on the market.

Evaporated Apples

WE PACK CHOICE THREE-POUND PACKAGES FOR FINE FAMILY TRADE.

O. E. Robinson & Co.
Ingersoll, Ontario

A store convenience — costs little — gives big service



Holds every size bag from ¼ to 10 lbs. Always ready Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars

For sale by all first-class jobbers or
THE O. P. McGREGOR PAPER CO., LIMITED.
411 Spadina Ave., Toronto.

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions
Tea Lead—all gauges and sizes
Metal Bottle Capsules—any size, color or stamping
Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use — stating qualities — We will give you BEST QUALITY — BEST DELIVERY — BEST PRICES

BETTS & COMPANY, LIMITED
Chief Office:—1 Wharf Road LONDON N., ENGLAND

Compliments of the Season

MAY YOU AND YOURS ENJOY A CHRISTMAS OF UNFORGETABLE PLEASURE, WITH HEALTH and PLENTY FOR THE NEW YEAR.



LINDNERS LIMITED

306 Ross Ave. Winnipeg

340 Dufferin St. Toronto

Representatives: H. Whissell, 2928 Drolet St., Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Ltd., Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto.

A tip on the side, Mr. Grocer



Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

St. George Brand Coffee, 2 doz. in case	**$4.80**
St. George Evaporated Milk, 4 doz. in case	**3.60**
Banner Condensed Milk, 4 doz. in case	**5.25**
Princess Condensed Milk, 4 doz. in case	**4.50**
Premier Machine Skimmed, 4 doz. in case	**3.80**

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

ST. GEORGE, ONTARIO

The Dominion Canners
Limited

extend to their
many friends throughout
Canada, the Season's
Greetings

DOMINION CANNERS LIMITED
HAMILTON, CANADA

THE EVIDENCE of QUALITY

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Two Good Agencies Wanted for
CITY OF OTTAWA
(best of references)
Martin M. Walsh
Care Canadian Grocer

We are large buyers of
Evaporated Apples and White Beans
Wire or write us.
W. H. Millman & Sons
Grocery Brokers
TORONTO

The Harry Horne Co.
GROCERY BROKERS
Manufacturers' Agents and Importers
309-11 King W., Toronto, Can.
We can place your goods on the market successfully.
(*Correspond with us.*)

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents and Importers.
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

HENRI DE LEEU
28 Front Street E. TORONTO
I solicit Agencies of large Canadian Packers, Evaporators, Flour Mills, either for Canada or abroad. Submit me prices and samples. I have large foreign enquiries.

WESTERN PROVINCES.

GEORGE E. MEASAM
Wholesale Grocery Broker
and
Manufacturers' Agent.
Splendid warehouse space. Cold Storage in connection.
P. O. BOX 1721,
Edmonton - - - - - Alberta.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

W. H. Escott Co.,
LIMITED
Wholesale Grocery Brokers and Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

WESTERN PROVINCES—Continued.

FRANK H. WILEY
Manufacturers' Agent
Groceries and Heavy Chemicals
Enquiries solicited for shipment from Spot stock Winnipeg or for Import.
757-759 Henry Avenue, Winnipeg

RUTTAN, ALDERSON & LOUND, Ltd.
COMMISSION BROKERS
Representing Canadian and British Houses
Agencies Solicited
WINNIPEG. - MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street, - Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.

QUEBEC.

W. J. McAULEY
Commission Broker
Flour, Feed, Grains, Potatoes.
We are open for a good agency in foodstuff line, calling on the retail trade.
312 Board of Trade Bldg., Montreal

Grocery Advertising
By Wm. Borsodi
It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.
PRICE, $2.00.
ALL ORDERS PAYABLE IN ADVANCE
MacLean Publishing Co.
143-153 University Ave., Toronto

REMEMBER THAT RICE

for cheapness and nutritive value you can't beat RICE

And the "Milled In Canada" article is put up by us in a bag just right for the family—12½ lbs.

Mount Royal Milling & Manufacturing Co.

D. W. Ross Company, Agents

MONTREAL

TO look back over the year's expenditures and to be able to say with truth that every purchase was made with wisdom, forethought and economy—

Isn't that something to be proud of—something to find satisfaction in?

The numerous ideas and information you'll find in the advertising columns of this paper will give you a sound basis on which to decide satisfactory purchases.

Look over the advertising columns **now** — while you think of it.



Make Double Your Present Coffee Sales

by giving each household the kind of coffee it likes best.

Bring out all the rich aroma and natural goodness there is in Coffee by grinding it fresh for every customer on

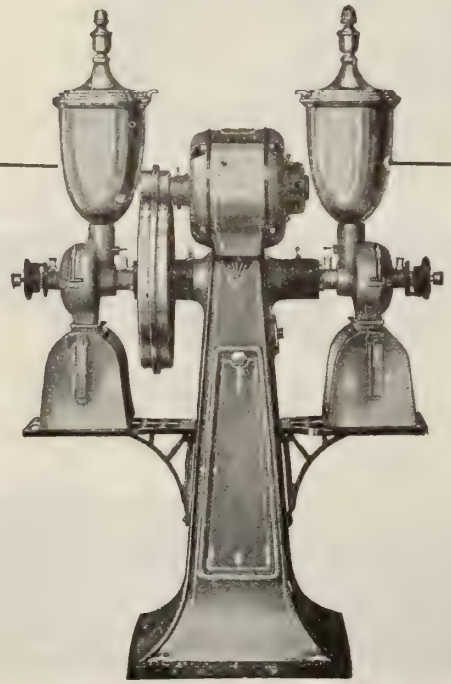
The Hobart Mill

Ground in an instant to any grade the customer may desire, you'll find freshly ground coffee an irresistible trade-winner. The larger profit is surprising. Write for free catalog.

The Hobart Mfg. Co., 105 Church St. Toronto

Ryan Bros., 110 St. James Street, Winnipeg

Agents for Manitoba, Saskatchewan and Northern Ontario



Stock of Special "Class"

gives dignity to the entire stock of a grocery. Even though you use only moderate quantity of quality goods, there is no wiser selection for you than

CARR'S BISCUITS



With such stock on hand you invite a trade that will advertise you and make you successful.

Carr's Biscuits are packed for export in air-tight tins.

Write For Prices.

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Limited, Montreal; Dunn-Hortop, Limited, Toronto; Hamblin & Brereton, Limited, Winnipeg, Man., and Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.

Richards
QUICK NAPTHA
THE WOMAN'S SOAP

The Sign of a Good Buy in Soaps

Here's a soap with a reputation behind it—it is well advertised—has a large sale—offers a 26½ per cent. profit—is backed by good service to you. Better let your wholesaler supply you with a few cases this very week.

The Richards Pure Soap Co.
Limited
Woodstock - Ontario

"BORDO" Chocolates



The Choice of the Nation

It is simple. The reason for **"BORDO"** fame lies in the fact that they are different in quality. They are not like the average chocolate offered by the average manufacturer. They stand alone with their deliciously creamy centres and rich coatings. **"BORDO"** are exceptionally popular now because they combine quality with a popular price. You also can increase your chocolate sales by giving your customers **"BORDO."**

Packed in 10c packages, half-pound, one pound and five pound boxes.

The Montreal Biscuit Company, Limited

ANCHOR BRAND FLOUR

GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

Leitch Brothers' Flour Mills
LIMITED
Oak Lake **Manitoba**

May you enjoy the Happiest of Christmases and a Year of Prosperity, made the more certain by the sales-producing power of

The Rock City Lines.

Rock City Tobacco Co., Limited
WINNIPEG and QUEBEC

KNOX GELATINE



DELIGHTS YOUR CUSTOMERS

Every grocer wants satisfied customers and there is no better way to satisfy them than by recommending high grade, standard products like

KNOX GELATINE

The package that retails at 15 cents and makes two full quarts of delicious jelly, as well as puddings, ice cream, salads, candies, etc., is bound to satisfy and bring the purchaser back for more. Knox Gelatine means more sales, more satisfaction and more profits. Make Knox Gelatine your gelatine leader. It moves quickly, repeats regularly, and positively pleases your customers.

CHARLES B. KNOX CO., JOHNSTOWN, N.Y.

To Know It Is to Show It! To Show It Is to Sell It!

Here's what you have long been looking for —just what the housewife wants for her desserts and fillings—

Snow-Mellow

With just one tablespoon of "Snow-Mellow," one cup of granulated sugar and flavored to suit her taste, the busy housewife can make the most delicious, tasty, firm, rich, tender meringue, icing, and filling for a score of dainty desserts with

NO EGGS AND NO COOKING

Get a supply of this wonderful profit-maker from your jobber. It's guaranteed pure and wholesome.

The W. T. Ott Co., Inc.
32-34 Front St. West
TORONTO

32 J.

Jonas' Extracts

The same high quality for over forty-four years

Jonas' Extracts have had lots of time to make friends—over forty-four years of use by particular people in Canada. If sale increase is any indication of the real feeling of the Canadian housewives towards Jonas' Extracts, we can truthfully say they have given satisfaction.

Their purity, richness of flavor and strength are features that catch the new trade and hold the old.

Stock up now.



Henri Jonas & Co.
Established 1870
Montreal



The record year of

1913, when nearly eight million pounds of SALADA TEA were sold, has already been eclipsed by the sales for 1914. The tremendous difficulties that have beset the tea-trade since the beginning of last August, have been fully shared by us, although, for our part, we have been amply compensated by the splendid public response to our determination to maintain the steady balance of Quality at all costs that has been the mainstay of our 22 years' reputation. Low prices and fluctuating qualities will not tempt them from their choice.—That the public will have quality is now a proven fact.

You can closely associate yourself with this determination to put Quality Foremost, by always keeping a prominent display of this National favourite before the purchasing public.

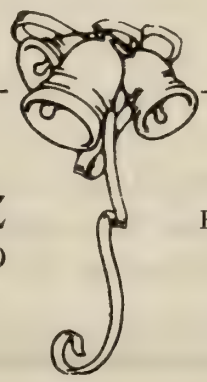
"SALADA"

TORONTO 32 Yonge St. **MONTREAL** St. Paul St.

NEW YORK 100 Hudson St. **BOSTON** 35 S. Market St. **CHICAGO** 363 River St. **BUFFALO** 78 W. Genesee St. **DETROIT** Shelby Block **LONDON, ENG.** 41 Eastcheap

Also in Pittsburgh and Philadelphia

MAY the Joy of Christmas be with You and Yours and Good Fortune Smile Bountifully Upon You Throughout the Year 1915.



FRETZ LIMITED

HAMILTON ONTARIO

EUREKA

REFRIGERATORS

The embodiment of all that is essential in a service-giving refrigerator, and not only that, but possessing features of utmost importance exclusive with the Eureka. For thirty years the standard by which all other refrigerators are judged. Shall we send you illustrated catalogue and prices?

Write to-day.



Eureka Refrigerator Company
Limited
31 Brock Ave.
TORONTO



The Life of a Child is to Eat

From the time he first rests in the cradle up until boyhood a child's very existence is to EAT. The nutritious, healthfulness of Robinson's "Patent" Barley and "Patent" Groats have won for both unprecedented favor. Robinson's foods constitute the main portion of a child's diet and you'll be surprised how many tins he can tuck away in a week or so. Get both Robinson's "Patent" Barley and "Patent" Groats on display and meet this big demand NOW.

Agents for the Dominion of Canada

MAGOR, SON & CO., LIMITED

403 ST. PAUL ST., MONTREAL 30 CHURCH ST., TORONTO



——made in Canada

Throughout the Land The Best Known Brand

There is no syrup so well known in Canada as

CROWN BRAND CORN SYRUP

It is not necessary for you to create a demand for it. The demand already exists.

Are you prepared to fill the demand?

The Canada Starch Co., Limited

Manufacturers of the Famous Edwardsburg Brands

Montreal Cardinal Brantford Fort William

CANADIAN GROCER

VOL. XXVIII DECEMBER 18, 1914 No. 51



Greetings to the Trade

TIME rolls on. Once again has the Xmas spirit descended, and we are in the midst of the greatest of all the festive seasons of the year. As we look back on the world events of the past few months there stands as a blot on the horizon a great calamity that has spread its touch of sadness through all our hearts. In many cases it may have come severely home in the loss of a dear friend—and yet the year has left with us its many blessings—hopes realized, fears averted and toil that has borne an ample harvest.

But out of all the chaos there comes the dawn of a brighter future than the world has ever seen. It is with this great hope in sight that Canadian Grocer to-day bids all its friends in the trade a Merry Christmas. Our own Canada occupies a unique place in the arena of warring nations. She stands apart from the strife, and as much to-day as any other nation under the sun is in a position to enjoy to the fullest an old-time Christmas. To you all we say, enjoy it to the full. To you our friends who have sustained us in our efforts of the twelve month that has just gone by, to you who have shown an appreciation of our endeavors, we voice these sentiments of friendship and good-will. May your Yuletide happiness be complete, and when still another year has gone to join the countless ones that are numbered with the past, may Peace, Love and Good-Will have so firm a hold among nations that they can never be displaced.—The Editors.

Stocktaking Methods and the Annual Inventory

Suggestions Tendered by an Accountant on Going About the Work—Carefulness Necessary in Listing the Goods—Drawing Up the Assets and Liabilities.

THE time has come round again for the annual stocktaking operations and the striking off of the inventory. How do you go about this work? What forms do you use?

Herewith is reproduced a sample page from a stocktaking book that has been suggested by an accountant. He advises that a duplicate be made of all stock records so that it can be placed away in the safe and always be available. The blanks "entered by," "extended by," and "examined by" are for the initials of the clerk who begins to fill out the sheet, the clerk who extends or finishes it, and the proprietor who examines it before the total is added in with the other totals. The reason for having this information is obvious. A check mark is placed in the left hand column by the proprietor as he examines each of the items recorded.

Some merchants employ a loose leaf book indexed alphabetically. A page (or more if necessary) is devoted to the lines beginning with the letter "A," there is another for those beginning with "B," one for the "C's," etc. At the same time the stocks of each line are kept separate under its own head on the page so that the dealer can tell at a glance just how much canned goods, coa or coffee he has on hand and cost. If a page is not large enough for all the goods beginning with a certain letter, the book being loose-leafed, any number can be added.

The chief reason for stocktaking is that an inventory may be made of the assets and liabilities and the surplus in the busines determined. The table suggested at the bottom is submitted to assist the merchant in getting at that surplus. The assets include cash value of the merchandise on hand; cash value of the fixtures; the cash on hand and in the bank; accounts that can be collected for sure; notes that are good, and cash value of other assets such as horses, etc. It will be noted that real estate is not included in the list.

Liabilities include bills payable, money borrowed for use in the business, and bad debts.

A separate list of real estate assets can easily be prepared and the surplus in business and in real estate totalled.

A word of warning might not be amiss here. In order that the inventory will present a true account of the standing of the business at the end of the year, the stocktaking must be accurately done. Slipshod methods must not be tolerated by the proprietor. A wrong account of the surplus in the business is worse than no account at all, because it forms a false basis for the work of the coming year.

Inventory of Stock taken in duplicate under date .....

Duplicate sheets left at ..... **Sheet No.**.....

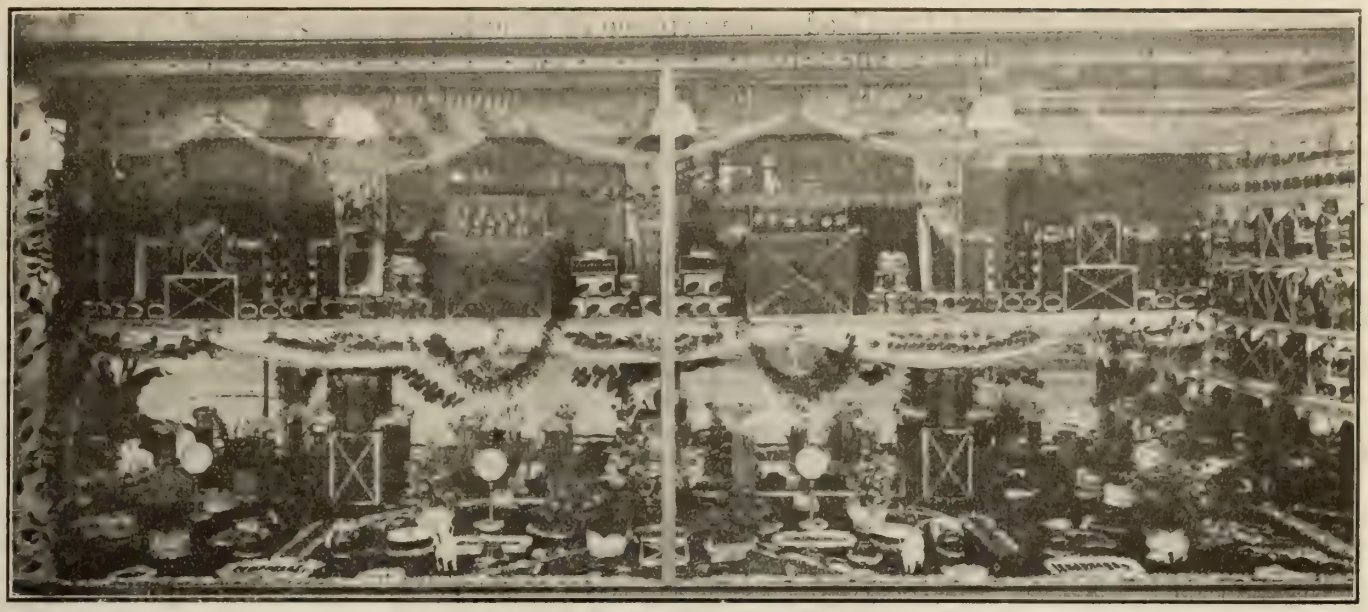
Entered by ..... **Extended by**..... ..... **Examined by** .....

Check	Quantity	Description	Price	Extension	
	3 *doz.*	*tins Sockeye Salmon talls*	$2.40	$7.20	
	2 *doz.*	*tins Corn*	.90	1.80	
	1½ *doz.*	*tins Peas, Standards*	.90	1.35	
					$10.35

This illustration indicates how the stock-taking sheet is made up. The original sheet is about 14 inches long and 8 inches wide.

Business Assets.	$	c	Business Liabilities.	$	c
Cash value of merchandise on hand on ——, 1915, at actual cost price:			For merchandise, not due	610	40
Store stock $987.50			For merchandise, due or overdue	206	60
Back warehouse stock 852.95			Borrowed money for use in business.....	0	00
Cellar stock 416.45			Bad debts	140	00
Total	2,256	90	Total business liabilities	957	00
Cash value of store fixtures	650	00	Surplus in business	$3,499	65
Cash on hand	267	50			
Cash in bank	540	00			
Open accounts good	319	85			
Notes good	172	40			
Cash value of other assets:					
Horses, waggons, autos, etc., used in the business	250	00			
Total business assets	$4,456	65		$4,456	65

An inventory form for presenting the assets and liabilities. The suggestion has been made that a copy of the inventory be sent to every creditor so as to strengthen the standing of the merchant.



An appetizing display with pretty decorations used by a Victoria, B.C., retailer.



This Christmas trim was shown by a Kamloops, B.C., firm. Foliage at top adds to the attractiveness.

Preventing Frost from Forming on the Window

Methods That Are Used—Importance of Keeping Windows Clear From a Selling Standpoint—Theory of the Frosted Window and the Removal of the Cause.

FROST can be prevented from forming on windows in many ways. But probably the only permanent method is to so construct the window that the same temperature can be maintained both inside and out. This necessitates a current of air from the bottom to the top. When the air inside is warmer than that on the outside the moisture which forms comes in contact with the colder glass and is frozen on it. Occasionally in very mild weather the air on the outside becomes warmer than that inside, and frost forms from the same cause outside the glass.

When a doctor has a patient ill with some chronic trouble he aims to determine the cause and then to remove it. The same should apply to the frosted window trouble. First determine the cause (and this is given above) and then find a suitable method for removing it.

Window Should Be Enclosed.

To bring about this it is essential that the background be built clear up to the top of the ceiling and be as nearly airtight as possible. To insure a good supply of light at the same time, it would be advisable to board up the back of the window five or six feet, and use glass in the rest of the space.

The boards in the background can have a couple of thicknesses of white unbleached muslin pasted to them or a painted background. If white unbleached muslin, with two thicknesses, is used, an excellent effect will be obtained and the muslin can, when desired, be covered with crepe paper or cloth.

A white enameled background is preferred by some, especially if the store itself is finished in white.

The proper ventilation of the window is of the highest importance and the window should be so made that holes can be bored along the frame at the bottom, also at the top. The cold air will go in at the bottom and warm air go out at the top, thus keeping the temperature practically the same as that outdoors. If there is sufficient ventilation frost will not form on the glass. The holes should be covered with a screen to keep dust out. In the hot months the holes can be covered with strips of wood nailed on the back.

Where the windows are not modern ones, or if the floor is even with the lower part of the glass, another plan will have to be used. This consists of boring a hole in the wall under the glass and placing in it a tin tube, or piece of elbow stove pipe, covering the outside with fine screen to keep out the dust. This should open up through the floor. Then bore holes at the top so as to get plenty of circulation of outside air.

Paper or cloth must not be placed over the openings because that would prevent the circulation of air.

Opening In the Side.

In the store of Stanley Mills & Co., Hamilton, Ont., an original idea has been used. Small openings have been provided above the plate glass in the sides of the window. The openings are about 6 x 16 inches, and are hinged at the top. They swing inward, and are operated from the interior of the windows. They can be kept open sufficiently long to maintain the temperature inside on a par with that outside. At the same time, being on the sides, they are not exposed to the dust of the street. Neither do they detract from the appearance of the store front.

Gas Flame at Window Base.

There are many other methods in use. Butcher shops frequently use a gas flame. A gas pipe extends across the bottom and front of the window on the inside. This contains several small holes short distances apart, and the gas is kept burning all day. This keeps the plate glass on the outside so warm that the moisture of the air does not freeze on it. This method, however, is rather expensive.

The Electric Fan.

Another plan is to use the electric fan. This keeps the air circulating throughout the window and comparatively dry. There is considerable expense attached to this, as electricity is being consumed all the time the fan is in motion. The plan, however, is fairly effective.

Chemical Remedies.

Rubbing the glass with glycerine has been tried, but this method usually leaves the glass smeared. A solution of alcohol or methylated spirits is also sometimes used, but here again expense arises. The cost is too high to make such a remedy general.

Still another method is found in the use of double windows. The placing of a second plate glass outside the permanent one making an airtight compartment is effective in preventing frost, because it keeps the air between the windows at a sufficiently medium temperature to overcome the cause of frost. This plan has a disadvantage in that it obscures the view of the goods displayed to a certain extent.

On account of the loss entailed by the frosting of windows, the question of proper construction of the store front becomes an important consideration. Theoretically what is needed is to reduce the humidity and thus prevent moisture from condensing on the glass surface by means of the circulation of cool dry air. In a general sense this sums up the situation, but several conditions must be taken account of. First, the windows, to produce best results, should be enclosed from the store proper and the enclosure should be practically air tight. Second, air from the outside must enter the window near the edges and at the surface of the glass in order to make the circulation greatest at the glass surface. Third, a sufficient amount of dry air must be admitted in order to absorb the moisture.

These conditions are being borne in mind in the construction of modern store fronts when vent holes are provided in the metal sash.

ABOUT POTATOES.

The farmer in Ontario is standing in his own light, according to several potato merchants and wholesalers. He will not use straight seed. Instead, he uses all sorts and conditions of seed, and in consequence his crop is heterogenous in the extreme. Every conceivable sort of potato is there, all picked together and bundled into bags together without any separation of reds from kidneys or other kinds.

The merchant claims that this is foolish. The New Brunswick farmer sows Delaware potatoes and reaps Delaware potatoes. The Ontario farmer sows—any old thing, and reaps—any old thing. This year there was an exceedingly large crop of Ontario potatoes, but they were nothing like as popular with the wholesaler as were New Brunswick potatoes. And all for the simple reason that the farmer in Ontario—taking him generally—couldn't ship cars which he could guarantee to be wholly reds or wholly kindneys, or wholly anything.

If the farmer in Ontario is going to market his potatoes, he will have to indulge in some method of separating the sheep and the goats!

Collective Advertising Project Working Well

Associated Advertising Grocers of Toronto Think it Splendid Publicity so Far — Sixteen in on the First Piece of Copy — References to it From All Sides—Individual Cost Small.

COLLECTIVE advertising, so far as the Toronto grocers who have tried it are concerned, is here to stay. Canadian Grocer has already presented particulars on the operation of the proposition and is this week in a position to reproduce the first piece of copy that has appeared in a local paper. From the accompanying illustration it will be seen that the introduction is the important part of the advertisement. The main idea of the campaign is to create in the minds of the consuming public the impression that groceries can be purchased just as cheaply from the local dealer as anywhere else, and also that the very best service can be rendered. The people are, too, reminded that the local grocers are fair and honest business men, that they guarantee all their goods to be as represented and that dealing with the trade in their local districts they are helping build up those districts.

Those merchants interviewed are highly pleased with the initial advertisement. That it has been widely read, is evidenced by the many references the trade have had to it not only from customers but from the wholesale trade and travelers. It is felt that the real value of this advertising can never be actually measured in dollars and cents directly, but that by creating a new atmosphere for the local store, people will gradually learn to confine more and more of their grocery purchasing to it. At the same time several of the grocers had direct returns from the advertising and in one instance at least, a customer found the address of her former dealer who had moved and has come back to him.

Purpose of the Advertising.

At the regular meeting of the Grocers' section of the R. M. A., on Monday night, W. J. Parks, chairman of the Committee on Advertising, reported that the first advertisement had brought a splendid tone of approval from all sides, and he urged more of the grocers to come in on it. The cost per member was slight—$3.75 last week—and the more who joined in the movement the cheaper would be the ad. Mr. Parks made it clear that the object of the advertising was not to cut prices, but simply to show the people that the local grocers were in a position to give just as good value and as good if not better service than anyone else. "I don't think," he added, "that we could spend $3.75 more profitably. It is good publicity not only for those of us who have taken it up but for every grocer in Toronto, because it is placing us in a better light so far as the general public in concerned."

Interviewed on their impressions concerning the benefit of the ad. the following comments were given Canadian Grocer by some of the grocers:

J. S. BOND—"I think it is serving its purpose of informing the public what we stand for and what we are prepared to do. We didn't expect any direct returns from it, but I must say we had a great many references to it from our customers. I certainly think it is a good thing."

NEIL CARMICHAEL—"We had a great many comments on the ad. We pasted a couple on the windows, and more inside the store so that no matter where a customer went she would see a copy. The campaign will, I feel sure, do much to make the people feel secure in dealing with us—in my opinion it is splendid publicity."

D. W. CLARK—"It is serving the purpose of showing the people that we have the goods just as cheap as in the big stores, and that we stand behind the goods we sell. We had a great many references to it."

E. L. CLEVERELY — "Yes, we had several people refer to it. One party who formerly dealt with us, called up on the phone to say that she was glad she found our address again."

F. C. HIGGINS—"It is the best publicity we have ever had. We didn't expect, of course, a crush of people or anything like that, but the great number of comments on it showed us it has been well recognized. I am fully convinced that that one advertisement has done us more good than any advertising we ever did before."

D. McLEAN—"While I only know of one or two sales made directly from the ad. I feel it is the very best of publicity."

C. F. THORNE—"The first sale I made last Friday morning was due to the advertisement and I have had dozens of references to it from customers, travelers and others in the trade. It is good publicity."

The present intentions of the Associated Advertising Grocers, is to run an advertisement every Thursday.



Associated Advertising Grocers

MESSAGE TO THE PEOPLE

Realizing that the best way to inform the local householder of the values to be obtained from your local grocer, the undersigned have contracted for regular space in THE STAR. Each Thursday there will be published a partial list of the offerings for FRIDAYS and SATURDAYS. If readers will watch this space regularly they will find many opportunities for economies in buying. You will get splendid values, prompt service, personal attention, and goods of guaranteed quality. For every dollar spent with the local grocer, you will get full value, and will be contributing to the success of local enterprise and furthering our mutual interests. Nothing advertised will fall short of the claims made for it. Money will be cheerfully refunded on any purchase that is not entirely satisfactory.

Deliveries prompt and all goods positively guaranteed Remember that every dollar spent with the local grocer means the up-building of local interests and substantial savings to you.

☞ You Can Always Depend Upon YOUR LOCAL GROCER

Friday and Saturday Specials

Seedless Raisins, regular 15c, 2 for 25c	H. P. Sauce per bottle 17c	No-Egg per tin ... 25c
Seeded Raisins, highest grade, regular 14lb package, 2 for ... 25c	Roman Meal package 23c	Fancy Florida Grape Fruit, fresh, choice, and juicy Medium size, 6 for ... 25c
Currants, Cleaned Filatara, 3 for ... 25c	Shredded Wheat, 2 for 25c	Extra large, 4 for ... 25c
Currants, Cleaned Vostizza, 2 for ... 25c	Soaps — Surprise, Sunlight, Comfort, and Borax, all 6 for ... 25c	Corn Flakes, 3 for ... 25c
Cooking Figs, 4 lbs. ... 25c	Lux, 3 for ... 25c	24lb. Jars Shenff Marmalade, each ... 25c
Sweet Cider, per gallon ... 35c	Panshine, Diamond Cleanser, Old Dutch, 3 for 25c	Half-pound tins Horse Shoe or Clover Leaf Salmon 15c
Mixed Peel, per lb. ... 18c		

☞Telephone Orders Promptly Attended To Any of These Stores

NAME	STREET	TELEPHONE
J. S. Bond,	220 Gerrard St.,	Main 1315
S. Bone,	195 Avenue Road,	North 1759
J. Blood,	386 Huron (Cor. Sussex)	Col. 7200
Jerry Burns,	214 Wilton Ave.,	Main 307
E. S. Calder,	201 Wellesley,	North 8100
N. Carmichael,	1174 Yonge,	North 891
D. W. Clark,	248 Avenue Rd.,	Hil. 670
John C. Craig,	468 Spadina,	Col. 469
J. N. Caesar,	1410 Queen W.,	Park. 690
De Trafford & Cleverly,	493 Bloor St. W.	College 7600
R. Higgins & Son,	802-806 Yonge,	N. 5100
D. McLean,	299 Roncesvalles,	Park 788
W. J. Parks,	473 Bloor W.,	Col. 5600
Geo. Riley,	830 College St.,	Col. 3436
F. Simpson & Son	736 Yonge,	N. 5180
C. F. Thorne,	801 Euclid Ave..	Col. 376

Associated Advertising Grocers

Reproduction of the first newspaper advertisement used by the Associated Advertising Grocers, of Toronto. This has been reduced from a space 17 inches long by 8½ inches wide.

CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED

JOHN BAYNE MACLEAN, President.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

Cable Address: Macpubco, Toronto.

OFFICES:

CANADA—
Montreal—Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. **Toronto**—143-149 University Ave.; Telephone Main 7324. **Winnipeg**—34 Royal Bank Building: Phone Garry 2313.

UNITED STATES—
New York—R. H. Huestis, 115 Broadway, New York; Telephone 8971 Rector. **Chicago**—A. H. Byrne, 6074 Stoney Island Ave. **Boston**—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—
London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.

Subscription: Canada, $2.00; United States, $2.50; Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

TORONTO, DECEMBER 18, 1914

Government Coffee Analysis.

EVERY grocer in Canada should read carefully the following remarks made by Chief Analyst, Dr. A. McGill, of the Inland Revenue Department, in Bulletin No. 290, on the subject of coffee adulteration:—

"It has been clearly shown in many cases that the manufacturer supplied these articles to the retail vendor as mixtures or compounds, properly labelled, and at prices which could not but make the purchaser aware that he was dealing with a mixture. In all such cases, the responsibility rests with the retail vendor, who should have warned the customer that an article which was not pure coffee was being offered him. It would then remain for the purchaser to express his consent to the transaction, which would thus become legal. Otherwise, the purchaser is clearly defrauded and the vendor makes himself amenable to a charge of selling adulterated goods.

"Dealers must recognize that when coffee is asked for only coffee should be supplied.

"A special variation occurs when the manufacturer offers an article with a specific name or brand, but without an explicit statement on the label or on his invoice to show that the article contains chicory or roasted grain. Usually the low price at which such an article is furnished gives the retail dealer to know that something other than pure coffe is present. In such a case, should the retailer be under the impression that he was handling genuine coffee, he would of course be morally guiltless. Whether or not he could be held legally blameless would depend upon his having a warranty of genuineness as provided in Section 32 of the Act."

The above remarks clearly outline the position of the dealer. We have through these columns been advising dealers for months to protect themselves against criticisms by the Government—being fined and possible imprisonment. Consideration of price only has been the downfall of many dealers. High-grade goods and protection from the manufacturer with the Government warranty should be your first consideration.

The New Maple Regulations.

MAPLE syrup that is compounded, mixed or adulterated in any way must not be sold after the first day of January next. In other words the word "maple" will not be allowed by law on any syrup that is not pure maple syrup in accordance with food standards for that article.

Canadian retailers should therefore see to it that between now and the first of the year all compound maple syrups be disposed of. Unless this is done the retailer is liable to a fine should one of the food inspectors drop in and secure a sample of the goods. Canadian Grocer has referred to these regulations two or three times since they were decided upon, but in view of the proximity of the date when no compound or mixture will be permitted by law, the matter is again called to the attention of readers.

Retailers too should remember that they are held responsible for any infraction of the food regulations. While many of us cannot see that this should be the case always, the Government claim that as the retailer is the final vendor of the foodstuffs, he should be made responsible. In one way this regulation is to be commended. It urges the necessity of the retail dealer watching closely his purchases and care in this department of the operation of a store generally means quality goods. In the case of maple syrup it will be difficult for the retailer in case of a fine being registered against him, collecting from the manufacturer, because it has been impressed so often on the entire trade the necessity of getting rid of stocks of compound maple syrup.

Canadian Grocer would urge every reader to dispose of every bottle and tin before December 31 so that the New Year can be entered upon with a clean sheet.

The Inconsistent Housewife.

IT does not require any microscopic operation to determine the inconsistencies of the critics who blame the retail grocer for the high cost of living. The Housewives' League, of Montreal, has been particularly active of late in attempting to show that there was something wrong with the established

methods of distribution, but a recent incident has come to our attention which leads one to believe that it isn't so much the cost of living that needs remedying as the "style" of living and that after all the fault lies at the door of the housewife rather than at that of the dealer.

"A woman who is a very active member of the Housewives' League in that city complained to a friend that her grocer—whom she looks on as a legalized robber—had charged her nineteen cents for a small cauliflower which scarcely provided a meal for herself and husband. She hadn't taken into consideration the fact that cauliflower season was over and they ranked among out-of-season luxuries. Her friend, who feeds a larger family on a smaller allowance, and who by the way is not a member of the Housewives' League, told her she should buy things in season when they were cheapest, remarking: "I have parsnips, carrots, beets, turnips, cabbage and onions in the house now. Five cents worth of any of these is sufficient to make you two meals." But "my lady" replied: "We don't eat that stuff," which is perhaps significant of the reason for the high cost of living in her home.

The same zealous member paid twenty-five cents for a pound of fresh tomatoes to stew and serve with meat for breakfast when ten cents would have bought a can of tomatoes which would have required less gas for cooking, provided a superior dish and been enough for more than one meal. Surely nothing but a rearrangement of the seasons could reduce the high cost of living for this housewife. As this cannot be accomplished she will continue to blame the grocer for his "exorbitant prices."

The opinion might be expressed with reason that if much of the time and energy spent by such housewives in trying to make the grocer out to be a robber were spent in increasing their own efficiency, much more would be accomplished by them to reduce their cost of living.

Faith in the Future.

FOURTEEN specialty salesmen who have recently completed a business trip through Ontario called upon 1147 retail grocers to try to interest them in a new product. Out of that 1147 they sold 603 dealers on the first call. Altogether when the trip aforementioned was concluded the new line was in 967 stores, the extra 364 having been sold by travelers of the wholesale houses.

The towns called on by the specialty men do not include Toronto or Hamilton, but chiefly the smaller sized cities and the towns and villages. Into the bargain, the territory was covered by the salesmen in three weeks.

How is that for war time? There we have an incident that demonstrates the normal condition of business throughout the province. Nine hundred and sixty-seven merchants out of 1147 have stocked a new product that has never been sold before and about which their customers knew little or nothing. Not only that, but these men stocked the line during the course of a gigantic war, and when we are being told that business is poor and that there will be little doing this winter. It is an effective answer to the "blue-ruin" talkers. It demonstrates the hope Ontario merchants have in the future, in their own ability as salesmen and in the faith that the people in general have money to purchase new goods. Just another evidence of "Business as Usual."

The Rodent Pest.

A STATISTICIAN recently compiled evidence showing that rats consumed one million dollars' worth of food a day in Great Britain. The same authority stated that in France the rats cost two cents per day. It is estimated that in Great Britain there are over forty million rats while in India with a population of over three hundred millions there are over four times as many rats as human beings. These statistics are indeed startling and the feeding of this enormous number of rodents presents a heavy and needless drain upon the resources of a country. Some time ago an international association was formed in France for the purpose of ridding the the world of the pests. The chief items of expense charged against the rat are his expense in consuming food and the fact that he is one of the worst of disease carriers. Many of the greatest plagues that have broken out since the earliest times have been attributed to rats who carry the disease from one country to another. They have been charged with spreading such diseases as yellow fever, bubonic plague and many others. They serve no good purpose and are a source of danger as well as a needless expense. It would be the part of economy if some means were devised whereby the rats could be extermined. This is a problem which could be taken up by the Commission of Conservation a Commission which is accomplishing much good along other lines and could no doubt do effective work in this connection. The "Kill the Fly" movement has met with great success throughout the land. Why could not a "Trap the Rat" movement be started? Incidentally the retail merchant could be of great assistance in boosting the movement and in pushing the sale of rat exterminators.

Editorial Notes

RULE Britannia.

* * *

THE BRITISH navy is still the Empire's strong defence.

* * *

TO THE small boy the better the dinner the bigger the ache.

* * *

THE CHRISTMAS turkey has at least spared the making of New Year's resolutions.

* * *

A MERRY Christmas to you all and may your Christmas sales surpass your expectations.

* * *

THE HIGH cost of price-cutting is one of the big subjects confronting the Canadian retail trade.

* * *

ADVERTISING THAT establishes good-will and confidence is the kind that builds for the future.

* * *

AFTER JANUARY first compound maple syrup comes under the ban. Get rid of your supplies before that day.

* * *

COLLECTIVE advertising, which is something new in the history of advertising in Canada, is being tried out by the Grocer's Section, Toronto Branch of the R.M.A. May it succeed in collecting good business.



How Other Grocers Do Things

Good Business in Brandon.

Dealing with business conditions in Brandon, Man., Sutherland Bros., retail grocers there say:

"We find on the whole conditions are quite favorable compared with former years. There is not as much fancy groceries being handled this season so that the trade is mostly in staples.

"The Christmas trade has opened out favorably and has the appearance of being very satisfactory. The trade with farmers around the city is good and has far surpassed the rather gloomy anticipations formed of it two or three months ago when prospects were anything but favorable. The crop has not been heavy but the increased prices realized for farm products have in a large measure compensated for the smaller yield.

"This season we commenced a campaign of getting outstanding accounts settled earlier than had formerly been our custom and found the results pleasing. The losses from credit accounts have been quite small either in country or town but we are holding all credits down as low as possible in view of the coming winter. We find the campaign against German goods has very little effect on our business as the amount of this class carried is very small.

"To sum up the situation, business is quite as good as last year and we are fully holding our own which is generally regarded as prosperity in the West at present."

* * *

Special Confectionery and Tobacco Department.

Special departments are a feature of the Lea grocery store in Simcoe, Ont. On entering, one sees on the right an exceedingly attractive confectionery counter, and on the left just inside the door is the tobacco and cigar department. Hanging over the counters are the names of the departments, "CANDY," and "TOBACCO," on neatly written display cards. Similar cards are over the bakery and grocery departments farther to the rear. These signs are uniform in size and all in the Royal colors, appropriate to the present time.

The Lea grocery makes a specialty of a certain brand of high class chocolate and by featuring it strongly sells around $1,200 worth in a year. There are three silent salesmen in the department which is looked after by one woman employee, whose duty it is to attend to confectionery exclusively. According to Harry Lea, confectionery is one of the features of the business.

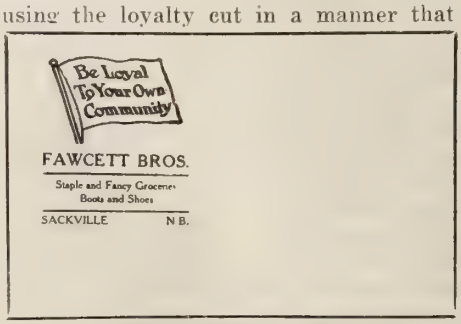
The tobaccos, cigars and pipes on the left are attractively displayed by means of modern cases and bright ideas. As a business of some $200 per month is done in this department alone, the time, space and attention given it is justified—it demonstrates just what can be accomplished by the store that goes after a certain line of business. While the writer was in the Lea store several sales of cigars and tobaccos were made and that inside of a few minutes, and there was a continual line of customers purchasing at the confectionery counter opposite.

Mr. Lea contends that important sidelines of a grocery store such as confectionery and cigars, etc., should be nearest the door. People will come in for groceries, no matter wheer they are situated, but men will not walk to the rear of any store for their tobacco or sigars. These must be near the door. And women will purchase candy passing to and fro the grocery department. In this store is also a long table down the centre of the store on which are attractively displayed high class goods such as olive oil, fruits in glass, etc.

* * *

Loyalty Cut on Envelopes.

Fawcett Bros., of Sackville, N.B., are using the loyalty cut in a manner that was not thought of when Canadian Grocer offered electros of these cuts to readers. As will be observed from the accompanying illustration it has been made use of on their envelopes. This means that every envelope that reaches a customer of the store suggests to him to be loyal to his own community. The idea could be easily carried still further by having this cut on the letterhead.



Another use for the Loyalty cut.

Loyalty cuts can be secured from Canadian Grocer at 15 cents each, cash to accompany order.

* * *

A Judicious Collection Letter.

The knack of writing successful collection letters falls to the lot of a few. The retailer is always anxious to get his money from his good customers as well as the others but the approach must be carefully and judiciously effected. The following collection letter is of the out-of-the- ordinary variety which presents a fair and reasonable reason why accounts should be paid:

MONEY IS NEEDED ALL ROUND.

We need money to pay other people who need money—and who won't wait. The enclosed amount is small, but that is all the more reason why it should be paid. A bunch of small accounts runs up into big money. If you pay this at once, we can pay others at once, and business will be easier all round.

Some merchants enclose with their accounts to good customers a little slip bearing this inscription:

"Four of the sweetest words to be found in the English language—Enclosed Please Find Cheque."

This is very suggestive and has more than once been known to produce results.

CONTESTS RESULTS NEXT WEEK.

When the Swift Canadian Company announced their prize contest in Canadian Grocer some time ago, it was stated that the results would appear in our issue of December 18. However, owing to the number who entered the contest, it has been found impossible to have the results ready for this issue. They will however, appear next week.

Retailers' Credits and How to Deal with Them

Banker Always Demands Security, but the Retailer Trusts to Luck—Close Co-operation Urged and Definite Course Suggested —Credits on a Monthly Basis — Advertising Advantages of Home-Buying.

Paper read at meeting of the R.M.A., Vernon, B.C., by one of the members.

This paper was read by a man who has had years of experience in the retail trade and who has given the question of credits considerable thought. It was thrown open for discussion by the Vernon merchants present, and such was the interest taken that it was midnight before the meeting broke up. Before doing so a committee from amongst the local grocers was formed to go into this matter and see what steps could be taken to remedy the evil of long-term credits.

THE subject I propose to speak about this evening is perhaps one one of the most interesting and at the same time one of the most difficult questions we have to deal with in the wholesale or retail trade.

I shall deal with the retail side of this question for a short time so that we may have time to discuss the subject together afterwards.

Credit has its uses and no one will deny that without credit we would be in a very awkward position.

Before the war began England, France, Russia, Germany and Austria had a combined national debt of $2,500,000,000 for which interest was paid annually amounting to $100,000,000. France is responsible alone for 25 per cent. of this amount her debt amounting to $160 per head for every man, woman and baby within her boundaries.

The Banker Versus Merchant.

But the credit I am discussing with you tonight is that of credit as applied to the retailer and his customers. One of the points which strike me as peculiar is the vast difference between the credit of the merchant and his banker, and that of the merchant and his customer. The one takes very good care to obtain absolute security for any advances made to his client and the other takes absurd risks and writes off annually or should do, large amounts for bad and doubtful debts. Can anyone tell me why it is that the merchants take such a much greater risk than the banker? And have you ever thought that the merchant is possibly a better risk for credit without security than the customer of the merchant, who is at the best a most uncertain client in nine cases out of ten?

Then why is it the merchants take the risks they do and when it becomes necessary to press for payment or security have to be satisfied with a lien on real estate or crops or some such uncertain security.

What are judgments worth after you have obtained them? I have yet to learn of any satisfaction to be derived from a judgment, except in a few instances.

The merchant of a century ago was more justified in giving credit than we are to-day because a rather different standard of morals or commercial morality existed at that time; moreover, the competition that exists at the present time, he mail order business, or shopping by post and other enemies of the country trader did not trouble our forefathers. There is no doubt that a system of barter, exchanging produce for merchandise was quite as much in evidence in earlier days as it is in this valley to-day, but with this difference, that farmers brought their produce to town and either sold or exchanged it for goods on the spot.

To-day it is the custom to run up a large account and after standing on the books for several months supply merchandise to reduce it; the purchaser gets all the credit at no risk to himself.

Attitude of Customers.

I have no doubt many of the customers we have to deal with to-day are very astonished if not greatly annoyed at our daring to ask for a settlement of our account, but my experience shows me that such customers are in most cases people who do not intend to pay unless they are forced and I am wondering how long they would allow their accounts to remain unpaid if no pressure were brought to bear.

How is the merchant to carry on business under such conditions or show any profit? The merchant has to pay his accounts often by an overdraft at the bank, for which he has to pay a large interest. Does the customer pay any interest? I think not.

I am willing to make allowances for those who give me a good reason why they are unable to pay, and deserving cases call for lenient treatment, but I ask you, Mr. Merchant, is it fair to give long credit to those in receipt of a regular income or salary paid weekly or monthly?

I know it is convenient for many people to run a monthly credit account and it may be said that this holds the customer to the merchant; but such accounts should be met promptly, within a few days of rendering the account. The giving of indiscriminate credit recoils on the merchant in many ways.

Short credit makes long friends and when a man loans money to his friends he finds that the friendship is not what it used to be; and although the cases are not parallel, loaning money to a friend is not so far removed from loaning merchandise to a customer. In both cases it is difficult to ask for the money that rightfully belongs to you, and the only difference I can see is that in one case by asking for your bill to be paid you lose your customer and when you ask your friend to repay your loan you lose your friend.

Money Going to Mail Order Houses.

Moreover, your customer in nine cases out of ten takes his cash elsewhere because he does not like to meet the merchant to whom he owes a bill. Has it ever occurred to you the amount of money that goes out of the city to the mail order houses? I have been informed on very good authority that no less than $2,500 has been sent out in one day in money order alone from this city, to say nothing of cheques, Dominion Express orders, etc., etc. Think of it!

And doubtless many of these people, too, are sending their cash out of the city having a credit account of 60 or 90 days with a merchant in the city. A woman complained to me the other day of the high prices she had to pay for goods in Vernon. No wonder, for how is it possible to sell cheaply or compete with the mail order houses if we have to give long credit?

I have, however, made comparisons and in some instances it may be so; but generally speaking the prices compare very favorably with those of any other city, in some cases lower, in some cases slightly higher; but taking the average,

prices are practically the same. I refer of course to groceries and provisions; dry goods can only be judged by actual comparison of the article in question.

Another customer sarcastically remarked to me that it was only our credit customers who receive Xmas presents; what was she going to get for paying cash?

Well, Mr. Merchant, what are we going to do about it?

Are we to take this sort of thing lying down, or do we intend to be up and doing and fight for a fair share of the business in this city?

Handicap to Community's Progress.

Depend upon it, gentlemen, you are doing harm to your own community by this pernicious system of extended credit—you are hindering the progress and welfare of your own city, strange as it may seem.

I find that credit customers who are allowed over thirty days' credit are responsible for at least 85 per cent. of the bad debts incurred.

Now what is the remedy for all this?

First and foremost, unanimous action by the merchants, for it is useless to attempt reform unless everyone is agreed on a definite plan of action.

Secondly,—A systematic method of dealing with your creditors whereby a customer who is turned down by one merchant would be enable to obtain credit at another store in the city—that is, of course, when it can be shown that such a customer is a bad payer.

Thirdly,—The establishing of a credit bureau which would enable the merchant to deal with his credits in a systematic manner in conjunction with other merchants. A Credit Bureau would also take much of the unpleasant part of the business off the shoulders of the individual merchant, by dividing the responsibility amongst a number.

You have your association and a secretary who knows your customers, and it should be possible to furnish him individually with a list—not necessarily a black list—known only to the Secretary under a code-number of letters, each member of the Association to receive a copy of such names monthly, under a heading such as the following: Take the word CREDIT as a key:

C—Cash customer.
R—Financially good.
E—Will pay regularly.
D—Slow, but safe to credit.
I—Risky and doubtful.
T—Better demand cash.

I believe that some such arrangement already exists in your Association, and a code book already in use, but, however that may be, it is useless unless generally adopted. By such means as these the troublesome customer would find the door closed on any attempt to obtain goods with no intention of paying for them.

Credits on Monthly Basis.

I would also suggest putting down all new credit accounts to a strictly monthly basis and this must be done politely and with considerable tact, for I do not advocate offensive measures, and as regards present accounts a polite letter to a customer intimating that you are about to adopt this course generally and giving say three or six months notice to such customers of a change in your credit system could hardly give offence and in many cases would make no difference, but would be accepted by the customer without a murmur.

To those customers who do not pay regularly a polite letter advising them that their credit would be stopped until the account was settled would in this case also have the desired effect without any harm being done. Courteous representation, though it might take a little time, would work wonders, and is often unanswerable. I venture to say the results would surprise you.

Must Be Absolute Co-operation.

The establishment of a Credit Bureau would be a solution of many of the difficulties, but there is one thing above all others needed to make this campaign successful, and that is absolute agreement and co-operation amongst the merchants themselves.

Gentlemen, we should all benefit by cutting out these excessive credits, for depend upon it, so long as you continue to give long credit, so much longer are you adding to your worries, and goodness knows we have quite enough just now. You may cheat yourselves into believing that you gain more trade, but on the face of it the facts prove otherwise.

I would like to see the merchants of Vernon go after business, cut out what in my opinion is nothing less than a stumbling block to our progress in this city, and secure some of the good money that is being sent out of the city, money that we need, money that we can so well do with, and gentlemen, let me tell you that imperfect though my ideas or my scheme may appear, there is no reason why we should not put our heads together and our shoulders to the wheel and pull all together in this matter.

Let us discuss this question here and now, earnestly and whole heartedly. Make a beginning at once; no one man ever possessed all the brains, and by a loyal and consistent joining of our forces together I venture to say we can do wonders.

Advertising Campaign Suggested.

One word more. I want to call in the aid of the press in another suggestion, a suggestion which I think would counteract to a great extent any feeling created by a curtailment of credit. This would be carried out simultaneously—that is, a campaign of the merchants asking the public to "Shop with the merchant in your own town." Let us have a week of advertising devoted to the merchant alone, or perhaps to the merchants belonging to the Association. This would not only bring us more members, but would wake up Vernon generally, and help our business. Let us for one week give some good values to the public; let us show them that we can do their business if they will give us the opportunity. In fact, there is no end to the ideas and schemes for benefiting the merchants, aye, and the city too, if we will only get together and do something for our mutual good.

Gentlemen, I thank you for your kind attention and although I have by no means exhausted the subject in which I am so interested, I am only too pleased to leave it to some of the good men of business present to take sides against me in this vital question, and I can only ask your pardon if I have taken up too much of the time of the evening.

Grocers' Letter Box

GUESSING CONTESTS ILLEGAL.

Editor Canadian Grocer,—Please let me know if it is within the law to conduct guessing contests where coupons are given away on the purchase of certain quantities of goods. I have always refrained from doing this being under the impression that it was against the law, but I notice a couple of my competitors are doing it now.

"INTERESTED."

Editorial Note. — "Interested" is right. It is against the law to conduct such a competition. The Trading Stamp Act of 1905 stipulates that no coupon shall be given to a customer that can not be redeemed at any time. That of course means that there must be a provision for its redemption the moment the customer gets it, which is impossible in the case of a guessing contest. Of course if the guessing is free—that is, if one does not have to make a purchase to secure a guess—the contest comes within the law, but otherwise it is illegal and the fine attached is an exceedingly heavy one.

OPEN WAREHOUSE IN TORONTO.

Sugars and Canners, Limited, Montreal, Que., have opened a warehouse in Toronto at Nos. 1 to 3 Scott street, where they carry stocks of all their lines. Their Ontario business will in future be done from this branch.

The Clerks' Page

CREATIVE SALESMANSHIP — THE POWER OF SUGGESTION.

By H. R. Daniels.

"Is there money in the grocery business?" "Can I attain a competency, perhaps achieve a modest little fortune?" If nine-tenths of the grocery men of Canada, and everywhere else for that matter, were speaking to you here they would tell you that this is the thought uppermost in their mind.

And the answer is, "Yes, it can be done. But you must know the game to a nicety; and to know it you must study it."

From the standpoint of the average merchant the only solution lies in an extension of his business, and this is apt to present difficulties, especially if competition is keen and competitors are wide-awake. But there is a powerful weapon lying near at hand; right under your nose, if you could only see it. It is not a panacea for all the ills of the grocer's business. Nor an "open sesame" to fortune's gilded doors. But it is mighty near to being both, and it is called "Creative Salesmanship."

With it you can deal sledge-hammer blows to non-success and convert a sickly, anaemic, run-down trade into a healthy, robust, money-making business—and a scarcely-make-profits-meet-expenses sort of business into one that will show a nice fat surplus at the end of the year. To illustrate: In one evening the writer succeeded in selling, in addition to the regular trade, nine lamp burners of a new style, simply by calling the attention of customers to their superior illuminating qualities and giving a little demonstration with a couple of lamps equipped with the different burners. That was creative salesmanship. None of these customers had the slightest intention of purchasing a lamp burner when they entered the store, yet through the simple power of suggestion, coupled with a tactful little display, they had purchased an article which would advertise the store and pay the owner thereof a particular profit.

Right in this lies the psychology of creative salesmanship; the raising of the gross profit without any increase in the expense ratio.

Did it never occur to you that there are many lines of goods upon your shelves, and perhaps many more that you do not carry) that would pay you a splendid profit if you could only sell them? Well, you can if you only think so. Call up your latent powers of salesmanship and go after these lines good and hard.

For instance, there are jelly powders. Are you aware that perhaps 50 per cent. of your customers are unacquainted with the use of jelly powders? Yet here is a line that pays an extra profit and well worth the little time required to establish a steady and increasing demand for the same. A display achieved by making up a couple of packages of different colored jellies, placing them on neat glass stands surrounded by a quantity of that particular powder has been known to sell a gross of powders in a few days in a locality where little or no demand existed before. A few spoons at hand to permit of customers sampling the jelly will greatly increase the efficiency of the display.

A little study of the stock will show you many more such possibilities. Are you selling fish? If not, you should do so. If you are, then sell more. Have you a fruit trade? Is it limited to a sort of desultory handling of an odd case in each line? Try the effect of a little educational work among your customers as to the merits of the pineapple, the orange, grapefruit and associated lines, and soon you'll be selling them by the case for preserving purposes. And always bear in mind that you are getting more out of the business without putting any more in—the difference being that between a merchant and a storekeeper, between a clerk who is a salesman, and an automaton for handing out parcels over the counter.

INCREASING IN INTEREST.

MacLean Publishing Co.:—

Dear Sirs—Kindly send me copy of MacLean's Magazine and Dry Goods Review.

Have been taking Canadian Grocer for several years and find it more interesting as time goes on.

Yours truly,
JOHN KELUSKY.

Bancroft, Ont.

THE ENCYCLOPEDIA

THE ALLIGATOR PEAR.

The Alligator Pear, or Avocado, is a tropical fruit, a native to Mexico and Northern South America but now widely grown also in the West Indies and in Florida and other Southern States.

The tree is a spreading evergreen with large leaves of oval shape and bright green color, a free producer under good circumstances. The fruit, big and heavy, weighing up to four pounds, consists of a single large rugged seed wrapped in a membranous cover, inside a firm, buttery flesh of bright greenish-yellow color, containing from ten to twenty per cent. of greenish oil. The outer skin is tough and leathery, varying in color, some being bright green, others yellow, brownish green, dark purple or red, etc. The most common shapes are the oval, pear-shaped and round or bell. The large green fruits are considered the best.

Alligator pears are now obtainable nearly all the year round — the fresh supplies from Colombo and other parts of South America reach the markets in January or thereabouts. The Cuban fruits following in April and continuing through the summer to October, those from Jamaica continuing to November and from Trinidad and Granada to January. The Florida supply is heaviest during the months of July and August.

Alligator pears have advanced considerably in favor during recent years. They deserve still greater popularity, as the large percentage of easily digested vegetable oil or fat makes their flesh exceptionally nutritious.

The fruit is served in halves or sections, as cantaloupes, to be eaten with salt, and pepper and vinegar if desired, or with a little lime or lemon juice and sugar—or the flesh is cut in slices or cubes, similarly dressed or served with French salad dressing. If the flesh is cut into little grooves with a sharp knife, the dressing will be more easily absorbed.

The flesh of the ripe alligator pear is of about the consistency of well made butter. The fruit is just right when the flesh will yield gently to a slight pressure of the fingers. The skin is then easily peeled off the pulp.

Close Lobster Not Expected

Montreal Fish Men Under Impression That Government Will Not Grant One in 1915 Because Request is Not Unanimous — Another Viewpoint on the Situation.

Montreal, Dec. 17—(Special).—Considerable comment has been made in fish circles on the article in last week's issue of Canadian Grocer in which R. H. Williams, Halifax, representing a large lobster cannery, was quoted in presenting the lobster situation.

The following letter has been received from J. W. Windsor, Montreal, on the subject:

"Editor Canadian Grocer:—

"In your issue of the 11th inst., you have an article headed "Lobster Packers ask for close season for 1915." In case this gives a wrong impression to the trade might we be allowed to give our view of the matter? One would gather from reading the article in question that half of last year's pack was in packers' hand and unsold. If one gets this impression he is wrong. We venture to say that 97 per cent. of the lobster packers in Canada are all clear of last season's pack and have been for some months. From reports that we have heard we understand that some parties in the Maritime Provinces who are buyers of lobsters and do more or less of an export business have a certain amount of goods in store which they had not exported when war broke out. There was quite an agitation in Halifax for a closed packing season in 1915 urged along, we presume, by the people holding these goods. It was urged that this would be a benefit to the lobster business, inasmuch as it would give the fish a chance to increase by not fishing next year. At a meeting in Halifax this, according to reports, was brought forward as an argument but at the same time the wish of that meeting was that the fishing of lobsters for live shipments should be allowed. It appears to us therefore, that it was more of a selfish motive than a wish to help the fisheries that promtpted this argument.

"Undoubtedly prices will be at a lower level next year. We think that everyone, from the packer to the consumer, will agree that the price has been at too high a level but on account of high prices paid to fishermen it was impossible to lower this. From advices we have received we think fishermen are perfectly willing to fish next year at lower figures and our idea is that all buyers who are careful in buying only fresh new packed goods at the lower prices will find they will have greatly increased sales and we think the lower price would be a benefit to all.

"At the start of the war, export demand fell off but this now appears to be coming back and in the last month we have had orders from four different European countries. All the different packers we have got into touch with (and they were many) were all in favor of packing next year and continue having "Business as usual."

Doesn't Expect Close Season.

In conversation with a representative of Canadian Grocer, Mr. Fisher, a representative of the above firm stated that this movement had begun only among some of the canners. In his opinion there would be no close season. He had received a letter from the Department of Naval Service, Ottawa, dated Dec. 10, in reply to a letter asking whether licenses would be issued as usual this year. The Government replied to the effect that the licenses would be issued this year the same as last, adding that while there was a movement among canners to have operations suspended during the coming season, the matter had not yet come to the attention of the authorities in a final way.

In an earlier letter to this firm, the Department of Naval Service stated that before it would be feasible to consider such a measure (a close season), it would be necessary for the Government to have before them an unanimous request that such should be done, not only from the canners, but from the fishermen affected.

Asked what an open season would mean, Mr. Fisher stated that prices would be considerably lower, and they thought it would not be a bad thing, as prices had been too high in the past. The retailer was now selling ½-lb. tins at from 30 to 35c., which was as high as prices had been. Next year they would be able to sell at a lower price, depending on whether the fishermen would be more reasonable in accepting a lower price. The fisherman's demands gauged the price of canned lobsters.

ST. JOHN RETAILERS AT WORK.

Ask Wholesalers to Confine Their Business to Them After January 1.

St. John, N.B., Dec. 17—(Special).—At the last general meeting of the Grocers' Section of the St. John Branch of the Retail Merchants' Association of Canada, several important matters came before the meeting, one of the most important being that of wholesale houses selling to consumers. After long and careful consideration of the matter, it was decided to take it up with the wholesale houses, and a letter was sent to each one representing themselves to be in the wholesale trade. The next general meeting of the Grocers' Section will be held Tuesday, Dec. 29th, when it is expected that replies will have been received from the different wholesalers throughout the Province of New Brunswick, and no doubt some action on the part of the retailers will take form. Trade conditions among the grocers is very favorable.

Following is a copy of the letter:

"Dear Sirs:—

"At the last regular meeting of the Grocers' Section of the St. John Branch of the Retail Merchants' Association of Canada, the question of the wholesale dealers selling to other than legitimate retail grocers was taken up, and after a full discussion of the matter it was unanimously decided that the wholesale houses should not sell to consumers, and that in our opinion, hotels, restaurants, boarding houses, tugs, steam and sail boats, dredges, construction camps and private individuals come under this class, as they do not retail the goods purchased from you, and we are further of the opinion that with your co-operation and support, the abuses complained of could be remedied; and we further believe that such a policy could be adopted by every wholesale dealer to take effect on and after January 1st, 1915, which should be to the mutual advantage of both wholesaler and retailer.

"And in order that we may find out how far we may expect the moral support of the wholesale dealers and manufacturers on this subject, we are asking them every one individually whether or not they will support us in carrying out this policy, which we believe to be for the betterment of the retail grocery trade in this Province.

"We are, therefore, asking you to reply as early as possible and state your attitude in this matter.

"On behalf of the Grocers' Section,

"Yours very truly,

"N. C. Cameron, Secretary."

CHEERING WORDS FROM THE U S.

In a letter received by Canadian Grocer from a United States advertiser appear the following cheering words on a separate enclosure:

Here's to you, John Bull!
More power to your elbow.

The MacLean Publishing Co.,

November 16th, 1914.

Dear Sirs, Enclosed please find express order for $2, subscription to Canadian Grocer. I appreciate from time to time the valuable information contained therein.

Yours truly,

JAMES H. BAGGS.

Bay of Islands, Nfld.

Current News

Quebec and Maritime Provinces.

R. T. Craig & Co., grocer, Truro, N.S., sustained a fire loss recently.

Honore Duval, a grocer of Quebec, P.Q., passed away last week.

J. L. Durand Ltee., have registered in Three Rivers, Que., as grocers.

E. Nault, general merchant, Montcerf, Que., is succeeded by A. LaChapelle.

Among the new grocery firms in Quebec Province are the following:—Boisse, Daviau & Larose, Lawrenceville; P. Ethier & Co., Montreal— Epicerie Bernard, Montreal ;and L. Tessier & Co., Montreal.

The annual meeting of the Maritime Commercial Traveler's association was held at Halifax recently. The sum of $1,000 was voted to the Canadian Patriotic Fund, and it was decided to retain in good standing on the membership roll, any member who goes to the front. The officers elected were: President, H. O. Wellner, Halifax; vice-president, Nova Scotia, T. H. Keating, Halifax; vice-president, New Brunswick, L. C. Armstrong. Directors, Nova Scotia, H. E. Pyke, C. W. Smith, A. W. Morton, G. H. Laidlaw, F. A. Graham, E. A. Corbett; New Brunswick, G. E. Ellis, A. R. McKenzie, J. H. Prichard, E. A. Hoyt, H. C. Simmons, J. Pringle; secretary-treasurer, Hon. Geo. E. Faulkner. The membership in the association is 1,308, an increase of 41 over the record in 1913. In Halifax 754 are registered and in St. John, 554.

Ontario.

F. E. Farley, grocer, Toronto, has sold to James Boothe.

E. H. Hansuld, grocer, Hamilton, Ont., is succeeded by S. Cheeseman.

Napoleon Bernier, grocer, Ottawa, Ont., has sold to David Morin.

James Clark, general merchant, Lakeside, Ont., has sold to S. Sinkins.

A. D. McIntyre, general merchant, Argyle, Ont., has sold to T. F. Myers.

Frank Egan, grocer, Port Arthur, Ont., has disposed of his stock and fixtures.

D. Nephew, general merchant, Finch, Ont., has disposed of his stock to S. H. Merkley.

P. A. Kearney, general merchant, Young's Point, Ont., has sold to W. E. Brooks.

Edward Pittman, general merchant, West Huntington, Ont., has sold to Frank Ashley.

S. J. Miller & Co., grocers, Toronto, have disposed of their Carlaw Avenue branch to Donald McLachlan.

W. & C. Fuhr has bought the grocery stock and fixtures of J. E. Newell, Shakespeare Street, Stratford, Ont.

The merchants of Lakefield, Ont., are organizing a branch of the Retail Merchants' Association. Officers will be elected at a meeting in January.

W. J. McCutcheon, grocer, Berlin, Ont., has moved into his new store on King Street East, which has been equipped with many modern fixtures.

Sidney Martin, who has been traveling for the McCormick Biscuit and Candy Company, London, Ont., has taken a position on the road with M. Masuret & Co., wholesale grocers.

Jos. Meyers, a grocer in Bracebridge, Ont., wears a merry smile these days. Travelers, in fact, say he is the happiest man in the town—a son has recently been born to Mr. and Mrs. Meyers.

The retailers and wholesalers of Owen Sound, Ont., are arranging for the distribution in pamphlet form among the farmers of the district the new butter regulations.

There was a meeting in Brantford, Ont., this week of the Retail Grocers' Association there to discuss finally the question of amalgamation with the Retail Merchants' Association. At time of going to press the results had not been received.

Wm. B. Okie, assistant sales manager of the Welch Grape Juice Co., of Westfield, N.Y., and of The Welch Co., St. Catharines, Ont., was in Toronto and Montreal last week on a business trip. Mr. Okie was accompanied by Mr. Roberts, who, after the first of the year, will be the resident representative in Toronto of the company.

At the regular monthly meeting of the Grocers' Section of the Retail Merchants Association, Toronto Branch, on Monday night, the soap question was again one of the important topics of discussion. The grocers are anxious to make a fair profit on soap, but owing to the prevalence of price-cutting they are not now able to do so. They have a committee formed to co-operate with the committee of wholesalers in the matter, and this committee was urged to bring about the joint conference as soon as possible. Chairman Neil Carmichael occupied the chair. At the January meeting the association will take up the matter of a mid-winter social function.

Western Canada.

J. A. McKerchar has been re-elected a member of the Winnipeg School Board.

L. B. McCormick, Ltd., of Virden, have opened a general store in Carberry, Man.

Geo. Kidd, general merchant, Fairlight, Sask., is succeeded by Kennedy & Baret.

W. Pechet, general merchant, Cupar, Sask., has disposed of his stock to H. Shapera.

Estate of A. G. Otto, general merchant, Plenty, Sask., has been sold to D. M. Hestrim.

H. Berry has opened a grocery store on the corner of Portage Avenue and Lipton Street, Winnipeg. It will be known as Berry's Cash Grocery Store, and will be run on a cash basis.

C. M. Ruttan, of Ruttan, Alderson & Lound, manufacturers' agents, Fort Garry Court, Winnipeg, is now with his company at Salisbury Plains, anxiously waiting for the call to the front. During Mr. Ruttan's absence, J. E. West is looking after the interests of this Winnipeg firm.

BERLIN MERCHANTS TOGETHER.

Berlin, Ont., Dec—(Special).—Merchants of this city are now a strong section of the Retail Merchants' Association of Canada. Wm. C. Miller, organizer for the R. M. A. was here last week and before his departure there were enrolled no less than 60 members. At the final organization meeting the following officers were elected:—

President—F. Kibler.

Vice-President—A. R. Goudie, of Weseloh & Goudie.

Secretary—Chas. J. Seyler.

Treasurer—E. K. Weber, Wolford & Company.

The members are planning a syllabus of the topics that will be discussed at the various meetings throughout the winter.

Drop of 20 Cents in Sugar; Few Walnuts Here

Cheaper Dried Fruits Expected After Jan. 1—French Candied Fruits Have Come—Tea Prices Are Firmer, but Not Higher—Christmas Orders Many but Smaller Than Usual.

Office of Publication, Toronto, Dec. 17, 1914.

THE feature of the grocery markets this week is the decline of twenty cents per hundred in the sugar market. Reports from our correspondents in the far West as well as in the East all indicate the decline. As previous reports in this paper intimated, the drop was expected so that it isn't at all likely any of our readers were buying on what they considered an advancing market. The direct cause of this decline was the further weakening in the New York market. Refined sugar there is around $4.85 per hundred while the Canadian duty, including the war tax, is $1.93. Obviously the wholesale market in Canada cannot go beyond the total of these two figures, else Canadian refiners would have competition from the United States. It should be understood that our refiners are refining to-day the expensive raws they purchased on the advanced market of some weeks ago. The trade generally expect that when these have all been manufactured, further easing in the price of refined will be seen.

The shelled walnut situation is still interesting. The "Hesperian" which arrived at St. John, N.B., some days ago was confidently expected to have had the Christmas supplies on board but the trade has again been disappointed. One or two importers report receipts from New York but the bulk of the retail trade throughout the country will have to get along without the new goods until after Christmas. The price of the shelled walnuts that have come through is high, but when the remainder reach the market next week or later quotations will be much lower.

Difficulty too, is being experienced in getting through Sultanas and figs on account of Turkey's participation in the war, and stocks of these are exceedingly short.

For the holiday trade there will be plenty of oranges and at reasonable prices. Navels are to-day just as cheap as a year ago; the supply is abundant and the demand good.

Prices on turkeys and poultry generally have firmed up from a week ago, but they are not likely to reach the figures of last year. At the corresponding date in 1913 dressed turkey sold wholesale to the trade at from 20 to 24 cents per pound, according to quality, whereas now they are four or five cents lower. Considering the reasonable prices of poultry this year there seems no reason why almost anybody who wants it will not be able to have a turkey, chicken or goose to spread before the guests about the Christmas table.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—
- Rolled oats easier.
- Feeds and flour quiet.
- Snow helps business.

PRODUCE AND PROVISIONS—
- Storage eggs much cheaper.
- Provision prices shaded.
- Cheap turkeys for Christmas.
- Dressed chickens cheaper.

FISH AND OYSTERS—
- Three fish days this week.
- Fresh tom cod $2 to $2.25.
- Steak cod and haddock plentiful.
- No salt sardines.

FRUIT AND VEGETABLES—
- Cheaper oranges and lemons.
- Beans too high to import.
- Cauliflowers scarce.
- Apples remarkably firm.

GENERAL GROCERIES—
- Sugar down 20c cwt.
- Shelled walnuts still delayed.
- Sultanas scarce.
- Cheaper dried fruits expected.
- Split peas easier.
- Rios and Santos firm.

ONTARIO MARKETS.

FLOUR AND CEREALS—
- Ocean freights killing exports.
- Big demand for split peas.
- Firm undertone to mill feeds.

PRODUCE AND PROVISIONS—
- Butter easier.
- Dairy butter poor quality.
- Lots of dressed hogs.
- No old cheese left.
- Decided improvement in eggs.

FISH AND OYSTERS—
- New skate wings sell well.
- Fine whitefish and fresh trout.
- Oysters quiet.
- Lobster season opens soon.

FRUIT AND VEGETABLES—
- Navels drop still lower.
- Cranberries cheaper; little demand.
- Onions selling well.
- Celery moving well.

GENERAL GROCERIES—
- Almonds here; walnuts delayed.
- Candied fruits from Paris.
- Sugar down 20 cents.
- Tea prices firmer.
- Brazil nuts sell well.
- Christmas buying brightens.

QUEBEC MARKETS.

Montreal, Dec. 17.—Features of the market this week are the drop of 20c per cwt. in the price of sugar, and the further delay of new shelled walnuts. The former followed a decline in New York refined. The sugar market is a falling one, and it seems only a short time before a further decline will occur. When sugar is selling in New York at $4.85, it is hard to ask the trade for $6.75 in Montreal. Expensive raws are, of course, the reason.

The bulk of the walnuts were not on the Hesperian or the Missanabie. It is true there were some, but the big shipments are now believed to be on the Grampian, which is not due in St. John until Saturday. Thus many retailers will be without supplies. One thing is sure that the price of shelled walnuts and of all nuts, will fall miserably at the end of the month. While the trade is willing to pay good and plenty now for spot stocks, as soon as Christmas has arrived, they are not likely to take what they should have had three weeks ago.

Something the same may be said regarding dried fruits. There are some lines like Sultanas, candied peels, and currants, which are scarce, and will command high prices even after the turn of the year, but there are other fruits which are considered scarce, which are now being offered freely, holders being fearful lest they be caught with the goods in their hands after Christmas. This is the feeling in the trade; that considerably lower prices are bound to come towards New Year's.

SUGAR.—A weakness in the New York market for refined brought about a decline here on Friday, Dec. 11, at noon, Redpath's, the St. Lawrence and Acadia refineries all dropping their prices 20c per cwt. It has not been customary for Canadian refiners to follow the New York market, but it is admitted that the decline here was brought about by a drop of 25c in New York refined, the disparity between the two prices—$4.85 and $6.75—being somewhat great. Consequently extra standard granulated is selling in Quebec Province now at $6.55. December is usually quiet in the sugar trade, and this decline had no appreciable effect on business. There has been a better demand for extra ground for icing, but that business is now over.

Like other grades, the demand for icing sugar was below what it was last Christmas. Refiners do not see a further decline in sight before Christmas, but it may come any time unexpectedly, as it did last week. Much depends upon what New York does. Raws are still being offered cheap—2⅞c. The Government is looking around for something to tax. It is hardly likely to be sugar again. Some of the refiners were badly stuck when the new duty was imposed in August. It is their custom not to pay the ordinary duty until the raws are used. Had they thought sugar was going to be taxed they might have paid the duty on all their raws in stock, and evaded the extra war tax. Refiners think sugar has been taxed enough already.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	6 55
20 lb. bags	6 65
2 and 5-lb. cartons	6 85
Yellow Sugars—	
No. 3	6 40
No. 1	6 15
Extra Ground Sugars—	
Barrels	6 90
50 lb. boxes	7 15
25 lb. boxes	7 35
Powdered Sugars—	
Barrels	6 75
50 lb. boxes	6 95
25 lb. boxes	7 15
Paris Lumps—	
100 lb. boxes	7 30
50 lb. boxes	7 40
25 lb. boxes	7 60
Crystal Diamonds—	
Barrels	7 20
100 lb. boxes	7 30
50 lb. boxes	7 40
25 lb. boxes	7 60
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

TEAS.—No sales of any importance are taking place. The London market stiffened up after a slight sag for a few days brought about by one or two heavy shipments arriving unexpectedly. Shipments are arriving here, some coming direct via Boston. No speculating is going on in Montreal. The only thing is that prices are secured more easily, the feeling being prevalent that if the war tax goes on, a better price will be secured. Importers are using this argument when approaching wholesalers. Feeling continues to gain ground that the Government have very little else to tax but tea. Prices continue strong. There is practically no selection of Japans, the trade taking almost anything offered. Sales of common Ceylons have been made this week at 18½c, which is considered cheap.

DRIED FRUITS.—Great interest is centered in this market and nuts, owing to delayed supplies, and the fact that the market is likely to be flooded just about the time they should be in the hands of the retailers. Crystalized fruits arrived on the S.S. Hesperian and the claim is made that supplies are plentiful for the Christmas trade at prices little above those of last year. Sultanas continue to be scarce. Many of the large bakers appear to have received supplies. A thousand boxes were received by a Toronto house, some of which returned to Montreal. The larger supplies have not arrived, one of the largest importers being inclined to believe that his large shipment from Smyrna has gone to the bottom. The tendency in many lines which have been scarce is down as Christmas approaches. New bag figs, naturals, are this week being offered to the trade at 1¼c cheaper than they were last week, and will be lower than that next week. These figs were worth 7c to the wholesaler last week. The same applies to dates. Khadrawis are being quoted by importers at various prices. One quotes 6¾c, while another asks 4½c. The latter states that price went as high as 7c, but is rapidly falling. Retailers are being quoted 7½c for new hallowee dates. It is believed that cheaper dates will be available next week. One Montreal house has a thousand boxes of finest selected Valencia raisins on hand, which they are offering to the wholesale trade at 7½c, which is a cent per lb. above the opening price. While it is true that the English market is high on Valencias, and would cost over 8c if brought out now, it is significant that the house in question is anxious to get these thousand boxes off their hands as quickly as possible. Telegrams are being received freely for supplies of peels, many houses being sold out, the only stocks being in the hands of wholesalers. Lemon and citron appear to be scarcest. Currants are still strong, and higher prices being asked.

	Per lb.	
EVAPORATED FRUITS.		
Apples, best winter	0 08½	0 09
Apricots	....	0 15
Nectarines, choice	....	0 11
Peaches, choice	....	0 09½
Pears, choice	....	0 13
DRIED FRUITS.		
Candied Peels—		
Citron	....	0 18
Lemon	....	0 11¾
Orange	....	0 11¾
Currants—		
Amalias, loose	....	0 07¾
Amalias, 1-lb. pkgs.	0 08½	0 08¾
Filiatras, fine, loose, new	....	0 07¾
Filiatras, packages, new	....	0 08½
Dates—		
Dromedary, package stock, per pkg..	....	0 08½
Fards, choicest	....	0 12
Hallowee, loose	....	0 07½
Hallowee, 1-lb. pkgs.	....	0 08½
Figs—		
8 crown, 12 lb. boxes, fancy, layer, lb.	....	0 15
7 crown, 12 lb. boxes, fancy, layer, lb.	....	0 14½
6 crown, 12 lb. boxes, fancy, layer, lb.	....	0 14
16 oz. glove boxes, box	....	0 13
Prunes—		
30 to 40, in 25-lb. boxes, faced	....	0 14
40 to 50, in 25-lb. boxes, faced	....	0 13
50 to 60, in 25-lb. boxes, faced	....	0 12
60 to 70, in 25-lb. boxes, faced	....	0 11½
70 to 80, in 25-lb. boxes, faced	....	0 10½
80 to 90, in 25-lb. boxes, faced	....	0 10
90 to 100, in 25-lb. boxes, faced	....	0 09½
Raisins—		
Malaga table, box of 22 lbs., 3-crown cluster, $2.60; 5-crown cluster	....	3 60
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	....	0 15
Valencia, new	0 08¾	0 09¼
Seedless, 16 oz.	....	0 10½
Seedless, 12 oz.	....	0 09
Seeded, 16 oz.	....	0 10
Choice seeded, 16 oz.	....	0 09½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

RICE.—Market continues firm, and a change in price is not anticipated for some weeks. Supplies of imported rice arrived here on the last boats to last for two months.

Rangoon Rices—	Per cwt.
Rangoon "B"	3 50
"C.C."	3 40
India bright	3 85
Lustre	3 75
Polished	5 25
Pearl	5 35
Fancy Rices—	
Imperial Glace	5 65
Sparkle	5 85
Crystal	5 85
Ice drips	6 20
Snow	6 05
Carolina head	7 85

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

Imported Patna—	Per lb.	
Bags, 224 lbs.	0 06	0 06½
Half bags, 112 lbs.	0 06¾	0 06
Quarter bags, 56 lbs.	0 06¾	0 06¾
Velvet head Carolina	0 09½	0 10½
Sago, brown	0 06	0 06½
Tapioca—		
Pearl, lb.	0 06¾	0 06
Seed, lb.	0 06¾	0 06

MOLASSES.—One of the largest holders of spot molasses in Montreal has recently made sales here and in Quebec City amounting to nearly a thousand puncheons. The price accepted was a reasonable one, the idea taken by this house being that sugar being comparatively cheap, molasses will likely be cheaper later on. Some of the wholesalers still carry large stocks, and opinions differ regarding what is likely to occur in this market.

Barbadoes Molasses—	Prices for Island of Montreal. Fancy.	Choice.
Puncheons	.38	.36
Barrels	.41	.39
Half barrels	.43	.42

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls.	0 04¼
Pails, 38½ lbs., $1.95; 25 lbs.	1 46
Cases, 2 lb. tins, 2 doz. in case	2 55
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Maple Syrups—	
Pure, per 8½ lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00
Maple sugar, pure, per lb.	0 10 0 11

COFFEE.—Rios and Santos have advanced a cent per lb. in the primary market, due to a better demand from Europe. Demand here is still poor.

Coffee Roasted—		
Bogotas	0 26	0 30
Jamaica	0 23	0 24
Java	0 30	0 33
Maricaibo	0 22	0 25
Mexican	0 27	0 28
Mocha	0 29	0 31
Rio	0 17	0 20
Santos	0 21	0 22
Chicory, per lb.	0 10	0 12

NUTS.—The Hesperian and Missanabie came in with small shipments of new shelled walnuts, and it looks now as if the bulk of retailers will not receive supplies until near Christmas, and then it will be necessary to express them from St. John. The Vaterland reached St. John this week with 300 bags and cases. The Hesperian carried only 125 cases for Montreal, and 200 cases for Toronto. One firm alone expected 600 cases on the Hesperian. There was nothing on the Missanabie for Montreal. The Joaquim Numbru has reached New York with 500 bags, some of which shipment is coming to Montreal. The bulk of the new shelled walnuts are now expected on the Grampian at St. John, Dec. 19, and it will be necessary to forward supplies by express to reach Ontario in time for Xmas trade. The bulk of these are sold, the price being paid being 47c to the wholesaler. Prices this week will be down below 40c and ship-

ments for February are quoted at 28c, and are expected to be as low as 25c. It is confidently expected that a slump will occur immediately after New Year's and considerable anxiety is being felt by those who have not yet received their supplies. Retailers have begun to cancel orders, believing they can do without walnuts now. There are large quantities of storage nuts on the market which, during the scarcity of the past two weeks have realized high prices. A certain wholesaler here opened a department for shelled walnuts, and made it pay handsomely, his supplies being rapidly bought up.

The chief shipments on the Hesperian were 500 boxed of shelled almonds, 300 of which were consigned to Montreal. The Grampian carries 300 bags of Grenobles, which are all sold. Prices to the retailer are 17½c for Grenobles, and 15c for Marbots. These prices are likely to be down next week. Grenobles, Marbots, Tarragona almonds, shelled walnuts and shelled almonds are all up today, buyers crying for stuff and can't get it. They are willing to pay high for spot. What will happen when supplies do come in remains to be seen. Fears are expressed for those who are caught with big stocks on hand after the turn of the year.

Almonds, Tara	....	0 18
Grenobles, new	0 15½	0 16½
Tarragonas, new	0 18½	0 19½
Marbots, new	0 12½	0 13½
Shelled walnuts, new, per lb.	....	0 43
Walnuts, in shell	....	0 16
Shelled almonds, 28-lb. boxes, per lb.	....	0 45
Sicily filberts	....	0 15
Pecans, large	....	0 18
Almonds	0 21	0 22
Brazils, new	....	0 15
Peanuts, No. 1, 12½c; No. 2	....	0 09¾
Peanuts, No. 3	....	0 08¾
Canadian chestnuts	....	0 12

SPICES.—There has been no change in the price of spices to speak of. Cream of tartar continues scarce, and the reduction talked of has not yet materialized. Business is quiet.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins. dozen.
Allspice	0 14—0 18	0 60—0 70	0 70—0 80
Cassia	0 22—0 25	0 72—0 90	0 80—0 90
Cayenne pepper	0 30—0 35	1 02—1 15	1 10—1 25
Cloves	0 35—0 40	1 15—1 30	1 25—1 40
Cream tartar—50c.			
Ginger, Cochin	0 18—0 23	....—....	....—....
Ginger, Jamaica	0 20—0 25	0 90—1 05	0 95—1 10
Mace	0 85—1 10	....—....	....—....
Nutmegs	0 30—0 35	1 02—1 20	1 10—1 25
Pepper, black	0 23—0 24	0 80—0 90	0 90—1 00
Pepper, white	0 32—0 33	1 05—1 10	1 1—1 20
Pastry spice	0 25—0 32	0 85—1 10	0 95—1 15
Pickling spice	0 20—0 25	0 75—0 90	0 80—0 95
Turmeric	0 20—0 22	....—....	....—....

Lower prices for pails, boxes or baliers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	....	0 12
Dutch	....	0 20
Cinnamon, Ceylon, lb.	....	0 60
Mustard seed, bulk	0 18	0 22
Celery seed, bulk	0 35	0 45
Cayenne chillies	0 25	0 30
Shredded cocoanut, in pails	0 20	0 25

DRIED VEGETABLES.—The trade is expecting lower prices on split peas. It is reported that an exporter from West Indies was in Montreal this week, and made offers to deliver in Montreal at $4 of good quality, and immediate shipment. At present dealers are only buying hand to mouth at $4.50. Peas are being bought at $2.40, guaranteed boilers, but not bugless. First-class peas are worth $2.60 wholesale. There is talk of the bean market looking up, as it is believed some exporting is being done; three-pound pickers are bringing $2.40 but are not of good quality at $2.35.

Beans—		
Hand picked, per bushel	....	2 85
Canadian, white, per bushel	....	2 65
Yellow, per bushel	....	3 25
Yellow eyes, per bushel	....	3 25
Lima, per lb.	0 06	0 08½
Peas, Imperial green, per bushel	....	2 50
Peas, white soup, per bushel	2 85	3 00
Barley, pot, per abg	....	3 50
Barley, pearl	....	4 50

CONFECTIONERY.—Supplies for the Christmas trade have come through pretty well, and little difficulty should be experienced in getting anything at a price slightly higher than a year ago. The demand for Christmas stockings is said by an importer to be larger than last Christmas.

ONTARIO MARKETS.

Toronto, Dec. 17.—As was forecast some two or three weeks ago, the Christmas trade has been left to the last minute, so far as the buying on the part of the retailer is concerned. This is coming along now, though it is not up to last year's level. Still, in view of the war conditions, wholesalers feel they cannot grumble. They have made every effort to push trade, and the retailer has responded where possible. In one or two lines, dried fruits, for instance, there is considerable buying just now by retailers, who have been compelled to procrastinate, and as it comes all at once, wholesale houses are kept busy getting the stuff out on time. One or two lines, astonishingly enough, are not going well. Layer figs, for example, are in little demand, though pre-eminently a Christmas offering. Buying generally, even now, is of the "just-enough" kind. Large orders have given place to the smaller. The retailer is trying to gauge how much he wants, and is buying that amount and no more when he can help it. Doubtless he has the approaching stocktaking in mind.

There is one feature worth remarking. That is the attitude of the retailer with regard to a shortage of money. Wholesalers report that in several cases, rather than incur debt, retailers have cancelled parts of contract orders.

Retailers have still a chance with those nuts. The almonds, at any rate, are in, though the walnuts are still missing—that is, in any quantity. It behoves the retailer to use all the expedition he knows to push sales of the nuts. There is still a clear week to Christmas Day, and much may be done to remedy the very unfortunate and annoying delay at Liverpool.

SUGAR.—The big feature of the market was the drop in price during the week. Twenty cents was the extent. Local market followed New York, who had to put their prices down, because—in broad—there was so little demand. The United States consumer, all over the continent, is buying a good deal less sugar. Just why is not apparent, for while the war prices would be preventive to a certain extent, the decline in sales is not accounted for by this alone. It is thought that there will be a further decline in New York pretty soon, because refiners will have used up their high-priced raws. Such decline would likely be followed by similar step here. The Cuba crop looks good; better, in fact, than last year. Much turns upon the foreign sowing. It is rumored that Germany will sow considerable beet, notwithstanding prophesies to the contrary. Given good foreign crops, prices will have no higher tendency; at any rate, not on that account.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 61
20 lb. bags	6 71
10 lb. bags	6 76
2 and 5-lb. cartons	6 90
Nova Scotia refined, 100-lb. bags	6 51
Extra Ground Sugars—	
Barrels	7 01
50 lb. boxes	7 21
25 lb. boxes	7 41
Powdered Sugars—	
Barrels	6 81
50 lb. boxes	7 01
25 lb. boxes	7 21
Crystal Diamonds—	
Barrels	7 36
100 lb. boxes	7 36
50 lb. boxes	7 46
Paris Lumps—	
100 lb. boxes	7 36
50 lb. boxes	7 46
25 lb. boxes	7 66
Cartons (20 to case)	7 91
Cartons (50 to case)	8 41
Crystal Dominoes, cartons	8 51
Yellow Sugars—	
No. 1	6 21

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

TEA.—Prices continue firm, but do not show the tendency higher-wards that was a feature last week. At the London auction on Tuesday last prices ruled steady with firm prices, but no sign of advancement. While stocks are not scarce, it is still difficult to get stocks for auction. The tea comes forward from India and Ceylon all right, but after that it is held up. It is increasingly difficult to get freights. The tea can be bought, but it cannot be brought, and consequently stocks in this country continue slight. With regard to quality of teas it might be said that—in reference to note in these columns last week—it is in the main the fault of conditions. Tea suffers very much from damp atmosphere. Present situation is liable to hold up supplies in damp climates, with result that when it does come forward it is not tip-top so far as standard goes. Holding tea in London is a different thing to holding it in damper climates. Tea easily spoils. The matter of freights, therefore, becomes one of vital importance.

DRIED FRUITS.—There is nothing startling in this market. While prices remain same, demand imposes somewhat firmer tone, but it is not thought that prices can go much higher. Stagnation—in more or less degree—for some weeks has led the merchants to the conclusion

that half a loaf is better than none. They would rather catch the trade that is going than prejudice their doing so by imposing higher prices. Peaches and apricots are firm; prunes are strong, and moving fairly quickly. There is a marked scarcity in figs, particularly layer figs, which is somewhat remarkable in view of Christmas approach. Prices rule around 13c to 19c, which are a trifle higher than last year. Trade is very dull in this line. And yet mat figs are scarce, which fact ought to boost price of layer stuff. Raisins exceedingly scarce, and there is no reason to suppose supplies will become more plentiful. Valencias are in demand, but there are not many seeded lines. From California are taking their place. Currants are moving fairly well. So are dates, at prices which have obtained for some time. Despite war conditions in France, some candied fruit has come forward, on the s.s. Hesperian, and it is just in time. The one or two importers who have it are finding no trouble, on account of lateness, in disposing of it. Demand is heavy. The fruits are in time for the town trade, and may be for the country retailers.

Apricots—		
Apples, evaporated, per lb.	0 06	0 06½
Standard, 25 lb. boxes	0 10	0 12
Choice, 25 lb. boxes	0 12	0 14
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lb.	0 07½	0 08
Amalas, choicest, per lb.	0 07½	0 08
Patras, per lb.	0 08	0 08¼
Vostizzas, choice	0 09½	0 10
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 07½	0 09
Hallowees	0 07½	0 08
Prunes—		
30-40s, California, 25 lb. boxes	0 13½	0 14½
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12¼
60-70s, 50 lb. boxes	0 10	0 10½
70-80s, 50 lb. boxes	0 09½	0 10
80-90s, 50 lb. boxes	0 09	0 09½
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 07	0 07½
25-lb. boxes ¼c more.		
Raisins—		
Sultana, choice, new	0 10	0 11
Sultana, fancy, new	0 12	0 14
Valencia	0 08¾	0 09½
Seeded, fancy, 1 lb. packets	0 10	0 10½
Seeded, choice, 1 lb. packets	0 09½	0 10
Seeded, choice, 12 oz.	....	0 08½
Seedless, 16 oz. packets	0 11	0 11½
Seedless, 12 oz. packets	....	0 10

NUTS.—To some extent the minds of retailers may be made easy by the arrival on the Hesperian of new almonds. Most wholesalers have their supplies, and the demand is good. Many retailers, thinking that these nuts would arrive too late for pre-Christmas trade, either cancelled orders or deferred delivery till New Year. This applies to country trade more particularly. However, there are now enough and to spare. Grenobles are 15c to 16c, Bordeaux 11c to 12c, and Marbots 13c to 14c, all of which show declines of one to two cents. Walnuts are not in, though some may be here by time this is in print. One or two importers have small supplies, some of which are from New York, but generally there are no shelled walnuts to be had yet. The Scandinavian and later the Vaterland may have them on board. It is a nice point whether they will be gotten to the retailer in time for Christmas, a week hence. Quite a lot of Brazils are being handled. Prices are attractive, 11½c to 12½c and 13c to 15c, and the stuff is good. Nuts generally are easier in price. The mix-up over the delay has led the wholesalers to take the view that they will have to simply get after the trade at any price.

	Per lb.	
In Shell—		
Almonds, Tarragona	0 17½	0 20
Brazils, medium, new	0 11½	0 12½
Brazils, large, washed, new	0 13	0 15
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Shelled—		
Almonds	0 42	0 44
Filberts	....	0 35
Peanuts	0 10½	
Pecans	0 56	0 60
Walnuts	0 48	0 50

SPICES. — There is virtually no change. Demand is not heavy. Approach of stocktaking is liable to hold back for a month or so any buying which is not absolutely necessary. Possibly prices will advance in January, notably in peppers. Herbs are firmer at ruling prices.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	....0 10	....0 15
Allspice, whole	....—....	....0 15
Cassia, whole	....—....	0 21—0 26
Cassia, ground	0 14—0 16	0 21—0 26
Cinnamon, Batavia	....—....	0 36—0 40
Cloves, whole	....—....	0 28—0 33
Cloves, ground	0 18—0 22	0 28—0 35
Cream of tartar	0 25—0 35	....0 40
Curry powder	....—....	....0 35
Ginger, Cochin	0 14—0 17	0 20—0 23
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, whole	....—....	0 24—0 27
Ginger, African, ground	....—....	....0 16
Mace	....—....	0 80—1 05
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins	....—....	....0 50
Pastry spice	....—....	0 22—0 25
Peppers, black, ground	0 12—0 16	0 19—0 22
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 19—0 24	0 30—0 33
Peppers, white, whole	....—....	0 27—0 30
Pickling spice	....—....	....0 15
Turmeric	....—....	0 18—0 20

BEANS.—Quiet market, with little demand. Christmas lines take up retailers' attention just now, and unless a man is right out of beans and peas and so on, he will not place an order till he is through with Christmassy stuff. Lima beans have a fair demand.

Beans—	Per bushel.	
Canadian, hand picked	3 00	3 10
Canadian primes	2 85	2 95
Lima, per lb.	0 08¾	0 09
Peas, blue, Canadian, per bush.	3 00	3 10
Peas, whole, white, per bush.	3 00	3 10

COFFEE. — Demand only average. Wholesalers in general don't want to buy because they have some on hand and prices are not attractive enough to warrant them buying surplus stocks for holding. In some quarters, nevertheless, higher prices are forecast.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 33	0 36
Arabian Mocha	0 33	0 36
Guatemala	....	0 32
Bucramanga	0 30	0 32
Mexican	0 30	0 32
Maracaibo	0 26	0 29
Jamaica	0 26	0 28
Santos	0 22	0 25
Rio	0 18	0 22
Chicory	....	0 14

RICE.—Rices are keeping firm, with a tendency so far as Patna is concerned to go higher. The colder weather has led to much better demand this week. Business in rices is not noticeable worse than last winter. They are, of course, a winter grocery. Sago prices remain stationary. There has been a noticeably better movement in tapioca.

Rice—		
Rangoon, per lb.	0 03½	0 04
Rangoon, fancy, per lb.	0 04½	0 05
Patna, per lb.	0 06	0 07½
Japan, per lb.	0 06½	0 08
Java, per lb.	0 08	0 08½
Carolina, per lb.	0 09	0 10
Sago—		
Brown, per lb.	0 06	0 06½
White, per lb.	....	0 06
Tapioca—		
Bullet, double goat	....	0 10½
Medium pearl	0 06	0 7
Seed pearl	0 06	0 07
Flake	....	0 10½

SYRUPS.—Trade is generally quiet in syrups. Molasses has a little better demand, but price is regarded as high for this market. Its rise after the outbreak of war has not been offset by any means as yet, though price is a trifle easier just now. Wholesaler is selling little stock to retailer until after stocktaking. It is expected that the new stuff will be very late this year, despatches from Barbadoes reporting that weather is holding crop back. Rain is badly needed.

Syrups—	Per case.	
2 lb. tins, 2 doz. in case	....	2 65
5 lb. tins, 1 doz. in case	....	3 00
10 lb. tins, ½ doz. in case	....	2 90
20 lb. tins, ¼ doz. in case	....	2 85
Barrels, per lb.	....	0 03¾
Half barrels, lb.	....	0 04
Quarter barrels, lb.	....	0 04¼
Pails, 38½ lbs. each	....	1 95
Pails, 25 lbs. each	....	1 40
Molasses, per gallon—		
New Orleans, barrels	0 25	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	0 24	0 26
West Indies, half barrels	0 26	0 28
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Compound—		
Gallons, 6 to case	4 40	4 80
½ gals., 12 to case	4 70	5 40
¼ gals., 24 to case	4 70	5 40
Pints, 24 to case	2 50	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
Maple Sugar—		
Pure, per lb.	....	0 12¼
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	3 60	4 85
Maple butter, lb. tins, dozen	....	1 90

CANNED GOODS.

CANNED GOODS.—Most lines are slow just now until after stocktaking time. Christmas demand for fresh or dried fruits rather interferes with trade in canned lines. Dealers look for no change in demand until after New Year. They think that higher prices may rule then, because retailers will buy more or less large stocks. Still, in war conditions no merchant wants to prognosticate.

ONTARIO AND QUEBEC PRICES 1914 PACK.

VEGETABLES.

	Group A.
2's Asparagus tips	$2 32½
2's Asparagus butts	1 47½
2's Beans, crystal wax	1 05
2's Beans, golden wax, midget	1 25
2's Beans, golden wax	0 95
3's Beans, golden wax	1 32½
Gals., Beans, golden wax	3 77½
2's Beans, Lima	1 22½
2's Beans, red kidney	1 00
2's Beans, Refuge or Valentine green	0 95
3's Beans, Refuge (green)	1 32½
2's Beans, Refuge, midget	1 25

Gals. Beans, Rfugé	3 47½
2's Beets, sliced, blood red, Simcoe	1 00
2's Beets, whole, blood red, Simcoe	1 00
2's Beets, whole, blood red, Rosebud	1 30
3's Beets, sliced, blood red, Simcoe	1 35
3's Beets, whole, blood red, Simcoe	1 40
3's Beets, whole, blood red, Rosebud	1 45
3's Cabbage	0 97½
Gals. Cabbage	2 77½
2's Carrots	0 97½
3's Carrots	1 27½
2's Cauliflower	1 37½
3's Cauliflower	1 77½
2's Corn	0 95
2's Corn, Fancy	1 05
Gals., Corn on Cob	4 52½
2's Parsnips	0 97½
3's Parsnips	1 17½
2's Peas, standard, size 4	0 95
2's Peas, early Junes, size 3	0 97½
2's Peas, sweet wrinkles, size 2	1 00
2's Peas, extra fine sifted, size 1	1 40
Gals. Peas, standards	4 07½
Gals. Peas, Early Junes	4 17½
Gals. Peas, sweet wrinkles	4 38½
2½'s Sauer Kraut, Simcoe	0 [illegible]
3's Sauer Kraut, Simcoe	0 97½
Gals. Sauer Kraut, Simcoe	2 77½
2's Spinach	1 15
3's Spinach	1 50
Gal. Spinach	4 55
3's Squash	0 97½
Gals. Squash	2 77½
2's Succotash	0 97½
2's Tomatoes	0 87½
2½'s Tomatoes	0 95
3's Tomatoes	1 00
Gals. Tomatoes	2 92½
3's Turnips	0 97½
FRUITS.	
3's Apples, Standard	0 82½
3's Apples, Preserved	1 00
Gals. Apples, Standard	2 05
Gals. Apples, Preserved	3 00
2's Blueberries, standard	1 52
2's Blueberries, preserved	1 82½
Gals. Blueberries, std.	6 57½
2's Blk. cherries, pitted, H.S.	1 92½
2's Blk. cherries, not pitted, H.S.	1 62½
2's Red ptd. cherries, H.S.	1 92½
2's Cherries, red, pitted, L.S.	1 45
2's not ptd. red cherries, H.S.	1 52½
Gals. ptd. red cherries	8 52½
Gals. not ptd. red cherries	8 02½
2's Cherries, white, ptd. H.S.	1 92½
2's Cherries, white, not ptd. H.S.	1 52½
2's Black currants, H.S.	1 47½
2's Preserved black currants	1 77½
Gals. black currants, st'd.	5 27½
Gals. black currants, solid pack	8 27½
2's Red currants, H.S.	1 47½
2's Red preserved currants	1 77½
Gals. red currants, standard	5 27½
Gals. red currants, solid pack	8 27½
2's Gooseberries, H.S.	1 47½
2's Gooseberries, preserved	1 77½
Gals. gooseberries, standard	7 02½
Gals, gooseberries, solid pack	8 77½
2's Grapes, white, Niagara, preserved	1 42½
Gals. Grapes, white, Niagara, standard	3 [illegible]
2's Lawtonberries, heavy syrup	1 97½
2's Lawtonberries, L.S. (group B)	1 45
2's Lawtonberries, preserved	2 17½
Gals. Lawtonberries, std.	7 07½
2's Peaches, white, heavy syrup	1 77½
2½'s Peaches, white, heavy syrup	2 [illegible]
3's Peaches, white, heavy syrup	2 12½
1½'s Peaches, yellow, flats, heavy syrup	....
2's Peaches, yellow, heavy syrup	1 77½
2½'s Peaches, yellow, heavy syrup	2 02½
3's Peaches, yellow, heavy syrup	2 12½
3's Peaches, yellow, whole, heavy syrup	....
3's Peaches, pie, not peeled	1 17½
3's Peaches, pie, peeled	1 62½
Gals. Peaches, pie, not peeled	3 02½
Gals. Peaches, pie, peeled	4 77½
Gals. Pie fruits, assorted (add 5%)	....
2's Pears, Bartlett, heavy syrup	1 52½
2½'s Pears, Bartlett, heavy syrup	2 02½
3's Pears, Bartlett, heavy syrup	2 [illegible]
2's Pears, Flemish Beauty, heavy syrup	1 52½
2½'s Pears, Flemish Beauty, heavy syrup	1 77½
3's Pears, Flemish Beauty, heavy syrup	2 [illegible]
2's Pears, Keiffers, heavy syrup	1 27½
2½'s Pears, Keiffers, heavy syrup	1 52½
3's Pears, Keiffers, heavy syrup	1 77½
2's Pears, light syrup, Globe	1 12½
3's Pears, light syrup, Globe	1 42½
3's Pears, pie, not peeled	1 [illegible]
3's Pears, pie, peeled	1 42½
Gals. Pears, pie, peeled	3 77½
Gals. Pear, pie, not peeled	2 77½
2's Pineapple, sliced, heavy syrup	1 92½
2's Pineapple, shredded, heavy syrup	1 47½
2's Pineapple, whole, heavy syrup	1 92½
3's Pineapples, whole, heavy syrup	2 47½
2's Pineapple, sliced, Hygeian brand	2 00
2's Plums, Damson, light syrup	0 97½
3's Plums, Damson, light syrup	1 37½
2's Plums, Damson, heavy syrup	1 07½
3's Plums, Damson, heavy syrup	1 42½
Gals. Plums, Damson, standard	2 77½
2's Plums, Egg, heavy syrup	1 12½
2½'s Plums, Egg, heavy syrup	1 37½
3's Plums, Egg, heavy syrup	1 47½
2's Plums, Green Gage, light syrup	1 00
2's Plums, Green Gage, heavy syrup	1 12½
3's Plums, Green Gage, light syrup	1 37½
3's Plums, Green Gage, heavy syrup	1 47½
Gals. Plums, Green Gage, standard	3 02½
2's Plums, Lombard, light syrup	0 97½
2½'s Plums, Lombard, light syrup	1 27½
3's Plums, Lombard, light syrup	1 37½
2's Plums, Lombard, heavy syrup	1 07½
2½'s Plums, Lombard, heavy syrup	1 27½
3's Plums, Lombard, heavy syrup	1 42½
Gals. Plums, Lombard, standard	2 77½
2's Raspberries, black, H.S.	1 97½
2's Raspberries, black, L.S. (group B)	1 45
2's Raspberries, black, preserved	2 17½
Gals. Raspberries, black, std.	7 07½
Gals. Raspberries, black, solid pack	9 32½
2's Raspberries, red, H.S.	1 97½
2's Raspberries, red, L.S. (group B)	1 45
2's Raspberries, red, preserved	2 17½
Gals. Raspberries, red, std.	7 32½
Gals Raspberries, red, solid pack	9 32½
2's Rhubarb, preserved	1 57½
2's Rhubarb, preserved	2 32½
Gal. Rhubarb, standard	3 57½
2's Strawberries, H.S.	2 17½
2's Strawberries, preserved	2 32½
Gals. Strawberries, standard	7 57½
Gals. Strawberries, solid pack	9 82½

(Group B 2½c dozen lower.)

MANITOBA MARKETS.

Winnipeg, Dec. 17.—Christmas goods are still to the fore. It is evident that the retailers are feeling a heavy demand for such lines, for they are placing large supplementary orders with the wholesale houses. For nuts especially has the demand been heavy. General business is reported satisfactory, though the tendency of the retailers to keep their stocks low is still noted. Under present conditions this is generally considered the wise attitude.

SUGAR.—The expected decline of 30c has come, and quotations are now as given below. It now appears that sugar will remain quiet for some little while. Both raw and refined in New York are inactive, and there seems little chance of an advance until either the beet crop is disposed of, or until further large export demands come from abroad.

	Per cwt. in sacks.
Sugar, Eastern—	
Sugar, standard granulated	6 70
Extra ground or icing	6 70
Powdered	6 50
Lump, hard	7 15
Montreal yellow	5 80
Sugar, Western Ontario—	
Sacks, per 100 lbs.	6 66
Barrels, per cwt.	5 55
Halves, 50 lbs., per cwt.	5 60
Bales, 20 lbs., per cwt.	5 65
Powdered, barrels	5 90
Powdered, 50s	5 25
Powdered, 25s	6 55
Icing, barrels	6 45
Icing, 50s	6 60
Icing, 25s	6 60
Icing, pails	6 50
Cut loaf, barrels	6 30
Cut loaf, 50s	6 55
Cut loaf, 25s	6 80
Sugar, British Columbia—	
Extra standard granulated	6 50
Bar sugar	6 65
Icing sugar	6 85
Powdered sugar	6 65
H. P. lumps	7 35
Yellow	5 85
B. C. Cane Syrups—	
2 lb. tins, 2 doz. to case, per case	3 15
5-lb. tins, 1 doz. to case, per case	3 50
10-lb. tins, ½ doz. to case, per case	3 30
20-lb. tins, 3 tins to case, per case	3 25

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.
Barbadoes	0 53
New Orleans	0 34
Maple Syrups—	**Per case.**
Imperial quarts, case, 2 doz.	5 40
Imperial ½ gals., 1 doz.	5 55
New, pure, ½ gal. case	9 00
New, pure, ½ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—Here there have been few changes this week. Evaporated apples remain at the old prices, and a good demand is noted. There are slight declines in packed currants, but in dates no price changes at all have been struck. It is confidently expected new bulk dates will arrive during the coming week, also Fards. Packages will be a few days later. As there has been a shortage of old bulk dates, a rapid sale of the new stock is to be looked for. Peaches and raisins are quiet. There is a big sale for table raisins and table figs in common with other Christmas lines. Prices here remain as a week ago. Few changes in dried fruits are to be expected for the next few weeks.

Apples, evaporated, new, 50's	....	0 06¾
Apples, evaporated, new, 25's	....	0 07
Apricots, choice, 25's	....	0 12
Apricots, choice, 10's	....	0 13
Apricots, standard, 25's	....	0 11¾
Currants—		
Dry clean	....	0 08
Washed	....	0 08½
1 lb. package	....	0 08½
2 lb. package	....	0 17
Vostizzas, 1 lb.	....	0 10½
Dates—		
Hallowee, loose, per lb.	....	0 06¾
Hallowee, 1 lb. pkgs.	....	0 06¾
Fard dates, 12-lb. boxes	....	1 10
Peaches—		
Standard, 25-lb. boxes	....	0 06¾
Choice, 25-lb. boxes	....	0 07½
Choice, 10-lb. boxes	....	0 08½
Raisins, Valencias—		
Fine selected	2 35	2 45
Four crown layers	....	2 45
Table Raisins—		
F. O. S.	....	2 15
Fine selected, 14s	....	1 15
Fine selected, 7s	....	0 60
Vineyard clusters, 5½-lb. boxes	....	0 85
Vineyard clusters, 20 1-lb. bunches, per box	....	3 30
Extra dessert, 20 1-lb. bunches, per box	....	3 80
Royal Buckingham, 20 1-lb. bunches, per box	....	4 35
Royal Buckingham, 22 lbs. bulk, per box	....	4 30
Imperial Russians, 20 1-lb. bunches, per box	....	5 15
Excelsior Windsor, 20 1-lb. bunches, per box	....	5 55
Raisins, Sultanas—		
California bleached	....	0 11¼
Raisins, Muscatels—		
3 crown loose, 50's	....	0 08¼
3 crown, loose, 25's	....	0 08½
Choice, seeded, 1lb.	....	0 09¾
Fancy seeded, 1lb.	....	0 09¾
12-oz. packages, fancy	....	0 08
12-oz. packages, choice	....	0 07½
Prunes, in 25-lb. boxes—		
90 to 100	....	0 07½
80 to 90	....	0 08¼
70 to 80	....	0 08¾
60 to 70	....	0 09¼
50 to 60	....	0 09¾
40 to 50	....	0 10¼
Table Layer Figs—		
7-crown, 35-lb. boxes, per lb.	....	0 15½
6-crown, 10-lb. boxes, per lb.	....	0 13¾
5-crown, 10-lb. boxes, per lb.	....	0 12½
4-crown, 10-lb. boxes, per lb.	....	0 11¾
3-crown, 10-lb. boxes, per lb.	....	0 11¼
Glove boxes, per doz.	....	1 70
Cooking figs, taps, about 25 lbs., lb.	....	0 05¾
Cooking figs, choice naturals, 28-lb. bags, per lb.	....	0 05¾

NUTS.—Possibly the demand for this line is the most brisk noted. The tendency for walnuts is downward, and dealers may expect that arrivals after the first of the year will be quoted at considerably lower prices. Almonds also may be expected to decline slightly. Other lines—especially peanuts—will hold firm, with possible advances.

Soft shelled almonds (new)	0 20¼	0 20½
Markle walnuts (new)	0 12	0 12½
Brazils	0 13	0 13½
Filberts (new)	0 12¾	0 13
Almonds, shelled	0 44	0 45
Walnuts, shelled (new)	0 45½	0 46½
Roasted peanuts (new), Jumbos	0 14½	....
Roasted peanuts (new), fancy	0 12	....
Roasted peanuts (new), choice	0 09½	....
Pecans, choice, polished	0 17	0 22

TEAS AND COFFEES.—The week has seen an advance in coffee on the primary market, but this has not been followed by any change locally. The British victory off the Falkland Islands—which practically results in the destruction of the last German ship which has menaced commerce in the Pacific, will undoubtedly result in the reduction of war insurance. This will have some effect on the coffee situation, but will hardly make any local change in prices.

Coffee—	Per lb.	
Rio, No. 5, green	....	0 13¼
Rio, roasted	....	0 16½
Santos, green, No. 4	....	0 15½
Santos, roasted	0 22¼	0 23¼

Chicory, per lb.	0 07	0 08
Teas—		
Japans—		
Choicest basket, fired	0 40	0 50
Choicest, pan fired	0 40	0 50
Very fine, pan fired	0 35	0 40
Medium, pan fired	0 30	0 35
Common, pan fired	....	0 25
India and Ceylon—		
Souchongs	....	0 30
Pekoe Souchongs	....	0 35
Pekoe	....	0 40
Broken orange and orange	0 40	0 50
China—		
Fine Keelum	0 50	0 60
Good Packlum	....	0 35
Common moning	....	0 25

BEANS.—The week has seen little change here. The Japanese bean, which is coming on the local market this year for the first time, is expected almost immediately. While the quality of these beans is good, the price is high. Many Canadian beans, on the other hand, are poor.

Beans—		
Foreign, hand-picked	....	3 30
Canadian, hand-picked	....	3 40
3-lb. pickers	....	2 35
California Lima Beans—		
Bag lots	....	0 08¼
Less than bag lots	....	0 08½
Barley—		
Pot, per sack, 96 lbs.	....	3 00
Pearl, per sack, 98 lbs.	....	4 15
Peas—		
Split peas, sack, 98 lbs.	3 30	4 75
Whole peas, bushel	....	2 50

RICE AND TAPIOCA.—No changes are noted at all in this line.

Rice and Tapioca—		
No. 1 Japan, per lb.	....	0 05½
No. 2 Japan, per lb.	....	0 05
Siam, per lb.	....	0 04¼
Patna, per lb.	0 06¼	0 06¾
Carolina, per lb.	....	0 08
Sago, pearl, per lb.	....	0 05
Tapioca, pearl, per lb.	....	0 05

NEW BRUNSWICK MARKETS.

By Wire.

St. John, N.B., Dec. 17.—The arrival of steamers during the week brought supplies of a few lines needed for the Christmas trade. Stocks of certain peels, however, are low, and there are no new shelled walnuts, and there may be no new stock for the holiday market. Orders through the province are heavy, and wholesalers are unable to supply the demands. Sugar is easier with market unsteady. Granulated is now $6.70 to $6.80.

Cornmeal is lower, granulated being $5.75 and ordinary $1.85. Stocks of dried fruits from abroad are scanty and prices firm. General run of Christmas trade is brisk, but dealers are unable to supply some lines which have not yet been received. Poultry will be plentiful for holiday market.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	....	0 17
Beef, barrel	26 50	27 00
Beef, corned, 1 lb.	3 15	3 30
Pork, American clear, per bbl.	26 00	28 50
Pork, domestic, per bbl.	27 50	28 00
Butter, dairy, per lb.	0 26	0 27
Butter, creamery, per lb.	0 29	0 30
Eggs	0 30	0 31
Lard, compound, per lb.	0 10½	0 10¾
Lard, pure, per lb.	0 13	0 13½
Cheese	0 16½	0 16¾
Flour and Cereals—		
Cornmeal, gran.	....	5 75
Cornmeal, ordinary	....	1 85
Flour, Manitoba, per bbl.	....	7 55
Flour, Ontario	....	6 85
Rolled oats, per bbl.	....	7 00
Oatmeal, standard, per bbl.	....	7 70
Fresh Fruits and Vegetables—		
Lemons, Messina, box	....	7 00
Oranges, Val., case	4 00	5 50
Potatoes, bbl.	1 25	1 35
Sugar—		
Standard granulated	6 70	6 80
United Empire	6 60	6 70
Bright yellow	6 50	6 60
No. 1 yellow	6 20	6 30
Paris lumps	7 50	7 75
Beans, white, per bush.	2 95	3 00
Beans, yellow eyes, per bush.	3 15	3 20
Canned pork and beans, per case	2 80	3 00
Molasses, per gal.	0 35	0 36
Cream of tartar, per lb., bulk	0 38	0 41
Currants, per lb.	0 08	0 08¾
Rice per cwt.	4 50	5 00

SASKATCHEWAN MARKETS.

(Corrected by Wire.)

Regina, Sask., Dec. 17.—Business continues brisk, and with more seasonable weather, as Christmas approaches, the prospect is bright for a lively holiday trade in all lines. The market this week is featured by the fact that practically all the nuts in sight have been cleaned up. This includes both whole and shelled, and all wholesalers are sold out rather earlier than in previous years. The demand for turkeys is slightly better, but for other poultry there is little call. Another decline in the sugar market has occurred, bringing the price down 20 cents per hundred. Fresh eggs are quoted at around 40c, and are scarce. Creamery butter is quoted at 31c. There is a good market for all seasonable fruits.

Produce and Provisions—		
Butter, creamery, per lb.	....	0 31
Butter, dairy, No. 1	....	0 21
Cheese, per lb.	0 17⅞	0 18
Eggs, fresh, doz.	....	0 40
Lard, 3's, per case	....	7 80
Lard, 5's, per case	....	7 75
Lard, 10's, per case	....	7 70
Lard, 20's, each	....	2 50
General—		
Beans, Ontario, per bushel	....	3 10
Coffee, whole roasted, Rio	0 17	0 17½
Cream of tartar, lb.	....	0 52
Cocoanut, lb.	....	0 20
Evap. apples, 50's	....	0 07½
Potatoes, N.B., per bush.	....	0 95
Potatoes, Ontario, per bush.	....	0 90
Rolled oats, bail of 80 lbs.	....	3 55
Flour, 98's	....	3 55
Oysters, per gal.	....	2 50
Rice, per cwt.	....	4 30
Sugar, standard, gran., per cwt.	....	6 87
Sugar, yellow, per cwt.	....	6 33
Walnuts, shelled, 54c; almonds	....	0 53
Canned Goods—		
Apples, gals., case	....	1 30
Broken beans, 2's	....	2 60
Beans	....	2 23
Corn, standard, per 2 dozen	....	2 23
Peas, standard, per 2 dozen	....	2 23
Plums, Lombard	2 10	2 21
Peaches	....	3 16
Strawberries and raspberries	....	4 00
Tomatoes, standard, per dozen	2 35	2 60
Salmon—		
Sockeye, 1's, 4 doz. case	....	9 85
Sockeye, ½'s	....	12 35
Cohoes, 1's	....	6 00
Humpbacks, 1's	....	4 60
Fruits and Vegetables—		
Apples, per bbl., Ontario	4 00	4 25
Cranberries, per bbl.	....	7 00
Grapefruit, per crate	....	5 50
Sweet potatoes, per crate	....	4 50
Lemons	5 00	5 00
Oranges	3 25	4 00
Dried Fruits—		
Apricots, per lb.	....	0 12¾
Apples, per lb.	....	0 07¼
Currants, per lb.	....	0 08¾

ALBERTA MARKETS.

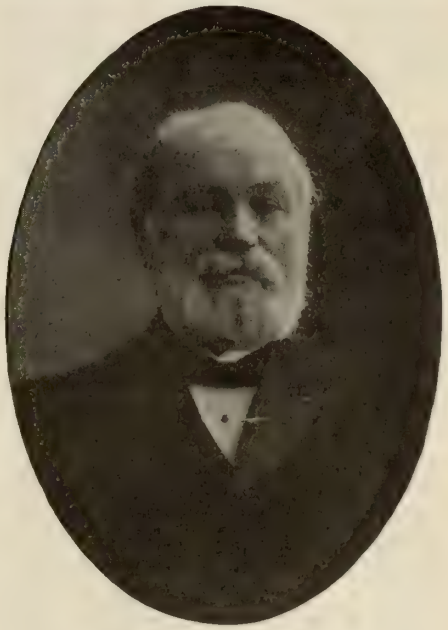
(By Wire.)

Edmonton, Dec. 17.—Destruction of the Pacific German fleet has brought a sharp decline in ocean freight war risks, which one time demanded an extra six and a quarter per cent. There has been a quantity of beet sugar imported from Ontario. Prunes are firm. Looks like an advance in flour, cheaper grades being particularly active. Christmas trade is good, but the public is in no hurry to buy expensive lines of goods. Cheese has advanced to 17¾ and 18c. Japan beans are now $3.20. Rio coffee is lower at 14 to 16c. Potatoes are now higher, 60c being quoted per bushel. Rice has decreased to $4, while granulated sugar (standard) shows a drop to $7.10 and $7.20. Yellow also shows decline of twenty cents. Lemons are down from $7 to $5.50.

Produce and Provisions—		
Cheese, per lb.	0 17¾	0 18¼
Butter, creamery, per lb.	....	0 31
Butter, dairy, No. 1, 26c; No. 2	....	0 21
Lard, pure, 3's, per case	....	7 95
Lard, pure, 5's, per case	....	7 90
Lard, pure, 10's, per case	....	7 80
Lard, pure, 20's, each	....	2 53
General—		
Beans, Ontario, per bushel	....	2 95
Beans, Japan, per bush.	....	3 20
Coffee, whole roasted, Rio	0 14	0 16
Evaporated apples, 50's	0 07½	0 08
Potatoes, per bush.	....	0 60
Rolled oats, 20's	....	0 79
Rolled oats, bail	3 25	3 75
Flour, 98s, $3.55-$3.65; rolled oats, 80's	....	2 50
Rice, per cwt.	....	4 00
Sugar, standard gran., per cwt.	7 10	7 20
Sugar, yellow, per cwt.	....	6 45
Canned Goods—		
Apples, gals., case	....	1 50
Corn, standard, per two dozen	2 05	2 10
Peas, standard, 2 dozen	....	2 10
Plums, Lombard	....	2 25
Peaches	....	3 25
Strawberries, $4.45; raspberries	....	4 00
Tomatoes, standard, per dozen	....	2 50
Salmon, sockeye, 4 doz. talls, case, 1s	....	9 50
Cohoes, 1's, $5.75; humpbacks, 1's	....	4 35
Fruits—		
Lemons	....	5 50

SENATOR JAFFRAY ONCE A GROCER.

Toronto, Dec. 17.—(Special.)—In the death of Senator Robert Jaffray, which occurred on Wednesday morning, there passed away a former member of the grocery trade. At the age of 15 he was apprenticed to a grocer in Edinburgh,



THE LATE SENATOR JAFFRAY.
Who was formerly in the grocery business in Toronto and made a success of it.

Scotland, and later came to Toronto to seek his fortune, and opened out in the grocery business on Yonge street under the name of Smith & Jaffray, Mr. Smith being his brother-in-law. Later on Mr. Smith withdrew, and Mr. Jaffray conducted the business alone. In 1883 he was in a position to retire.

The late Senator was president of the Globe Printing Co., and in 1906 was called to the Senate by Earl Grey.

Cheaper Oranges and Lemons; Celery Sells Well

California Navels Drop Still Further in Both Markets—So Do Messina Lemons—Apples, Despite Cuts in Prices, Not in Big Demand—Cranberries Slow, Even at Lower Price—Tomatoes Are Up, and Are Moving Fast.

MONTREAL.

FRUIT.—The feature of the market is without doubt the cheap oranges and lemons on the market. California oranges dropped from 5.50 to 3.50 with with the arrival of navels. Florida oranges are also reasonable, being down a dollar a box from first arrivals. Mexicans are down 50c a box. The reason given is a plentiful supply rather than a dropping off in demand. A drop in lemons of $1 to $1.50 per box has occurred, new crop Messinas being quoted $2.50 to $3. One of the greatest surprises of the fruit trade has been the way in which apples have steadily advanced, Fameuse and McIntosh Reds having advanced $2 since the opening of the season, and are now quoted $5 to $6. There are 60,000 bbls. more apples stored in Montreal than a year ago. Only limited supplies of holly and mistletoe have arrived. Holly is quoted $4.50 per case; no prices are available on mistletoe yet.

Apples—		
Baldwins, No. 1, bbl.		3 50
Spys, No. 1, bbl.		3 75
Russets, No. 1, bbl.		3 50
Greenings, No. 1, bbl.		3 50
Fameuse, No. 1, bbl.		5 00
McIntosh Reds, No. 1, bbl.		5 00
No. 2, all varieties, 50c less per barrel.		
Bananas, crate	2 00	2 25
Cranberries, bbl.	5 50	6 50
Grapefruits, Jamaica, case	3 00	4 50
Grapes, Malaga, keg	5 00	5 50
Holly, case		4 50
Lemons—		
Messina Verdelli extra fancy, 300 size	2 50	3 00
Malaga, 420 size		5 00
Oranges—		
Cal. Navel, 150-176-200-216		3 50
Cal., 100-126-250-288 size box		3 25
Florida, 176-200-216		2 75
Florida, 126-150		2 50
Mexican, 126-150-176-200-216-252		2 50
Evergreen, 160 yards to bale		2 50
Holly case		4 50

VEGETABLES.—American beans are now almost out of the question, few being able to bring them in at high prices prevailing, which would be around $9 per basket. Brussels sprouts are being brought in from the West, worth 12½ to 15c per quart. A week ago cabbages were bringing as low as 25s per bbl., there being too many on the market. A week later, the price had jumped to its original position—1.25. Cauliflowers are scarce, but several cars are expected from California in double crates, 25 to a crate. Prices to-day are 1.75 crate, but it is impossible yet to say what those from California will be worth. Cucumbers are up in Boston to $10 a crate for fancy, which means that the price here will be considerably over $2 a dozen. At present, fancy mediums are quoted here $1 to $1.50. California celery is bringing $5 crate; other brands are cheaper. Leeks have advanced to $1.85 per doz. Head lettuce is cheaper, bringing 1.25 box. Spanish onions are about the same. Parsley jumped, and will be dearer still before long. Green peppers slightly cheaper—50c small basket. Good potatoes can be bought for 70 to 75c. Tomatoes are inclined to be scarce, and will cost 22c. Watercress is slightly cheaper.

Artichokes, bag		1 25
Beans, American, basket	4 50	
Beets, bag		0 75
Brussell Sprouts, bunch		1 00
Cabbage, per bbl.		1 25
Carrots, bag	0 50	0 75
Cauliflower, dozen	1 75	2 00
Cucumbers, doz.	1 00	1 50
Celery, crate	3 00	5 00
Leaks, doz.		1 85
Lettuce, head, per box		1 25
Curly lettuce, per box		1 25
Onions—		
Spanish, per case	3 75	4 00
Spanish, per ½ case		2 25
Red, 75-lb. bags		1 50
Parsnips, bag	0 50	0 75
Parsley, doz. bunches		0 20
Peppers, green, 3½ qt. basket		0 50
Potatoes—		
Montreal, bag	0 65	0 75
Potatoes, sweet, Jersey, hpr.		2 25
Spinach, American, in bbls.		2 50
Turnips, bag	0 50	0 75
Tomatoes, hothouse lb.		0 22
Watercress, doz.		0 75

TORONTO.

FRUIT.—California navels are down 25c below low price of last week. Demand is good but supplies are better. Apples are going well, particularly spies, Kings and snows. They all show slight decrease in price, although the best are fetching a little more than week ago. There is no real demand, as there should be, for Christmas. Where a wholesaler would sell 25 or 30 cases of oranges last year, eight or ten is the order of the day now. With regard to oranges it is pointed out that these should be bought now, and kept in the store, where they would ripen still more, and become sweeter. Messina lemons are in good demand, but dealers are asking a little more for best. Cranberries are down anywhere from 25c to 75c, and selling is slow at that. Most prices show a tendency to lower levels; it is the only way to catch the business that is going. Grape fruit is in better demand and price is up 25c. The fruit is of exceedingly good quality. Pineapples are down in price, and are going fairly as Christmas sellers.

Apples—		
Wagners		2 25
Greenings	2 25	2 50
Kings	2 25	3 00
Baldwins	2 00	2 50
Spies	2 00	3 00
Seeks	2 25	2 50
Canada Reds	2 00	2 50
Snows	3 25	3 75
No. 2s, 40-50c less.		
Bananas, per bunch	1 50	2 00
Cocoanuts, sack	4 00	4 50
Cranberries	5 50	6 50
Grapes—		
Canadian, 6-qt. bkts.	0 16	0 20
Tokays		2 50
Malaga, barrel	4 50	6 00
Malaga, fancy, barrel	6 00	7 00
Oranges—		
Florida	2 50	3 00
California, late Valencias	4 00	4 50
California navels	3 00	3 50
Lemons, Messinas	3 00	3 50
Lemons, California	3 75	4 00
Limes, per 100		1 25
Pears—		
California, box		3 25
Canadian, late varieties	0 25	0 30
Pineapples, Porto Rico, case 10	2 75	3 25
Grape fruit	3 00	3 25

VEGETABLES.—There is some fine celery in from California, and dealers report good demand therefor. Holly is down from last week, about fifty cents. Boston hothouse cucumbers are selling fairly well, though this is a time for hot vegetables rather than for salads. For this reason head lettuce moves but slowly. Onions and horseradish are in brisk demand. Carrots are not going well; price has been reduced about 15 per cent. but so far has not caught the fancy of purchasers. Cauliflower is over virtually. Any more supplies will come from the South. Generally, the re-

(Continued on page 45.)

Fish and Oysters

Good Demand for Fresh Trout and Whitefish

In Toronto These are Selling Well—New Brunswick Lobsters in at Montreal; Good Demand—New Skate Wings Popular—Oysters Have Regular Sale.

MONTREAL.

FISH AND OYSTERS.—There are three fish days this week, which together with the colder weather should make business good. Green cod which was not plentiful last week is in better supply now for large and medium, small sizes being hard to secure. Price of large in bbls., is 5c., and for medium 4c. Fresh caught steak cod and haddock enjoy fairly good demands, and prices are reasonable. These are about the only fresh fish on the market, and with further colder weather, these lines, too, will probably disappear. There are no salt sardines on the market yet. New tom cods are in, and are selling freely at $2 to $2.25. Finnan haddies are in good supply. Fresh lobsters are coming in plentifully from New Brunswick. The season on the western shore of Nova Scotia has also opened up. There has been considerable talk of canneries being closed owing to the large stocks lobsters on hand from last year, but as this would put a large number of fishermen out of work, it is hardly likely to happen. As a result of European market being more or less cut off this year, large stocks of dried fish had to be carried over, but things are becoming normal again, and those who held their supplies are beginning to get good prices for them. This does not concern Montreal so much, as more skinless and prepared cod is consumed here. Oysters are picking up with the approach of Christmas and colder weather.

TORONTO.

FISH AND OYSTERS.—Fresh fish are generally relegated for the present in favor of frozen lines, although smoked fish divides the honors in some sorts. There is, always a public taste for this. Ciscoes, herring and haddie sell well at prices which have ruled for some time. Haddie is particularly a good line just now. There is some very fine whitefish on market. It is selling well. So is the fresh trout, though this won't last much longer. Skate wings, at 10c sell well. They are new, and look good. On the 15th the lobster season opens, and shipments from Halifax in abundance will send prices down a little. It is said to be very plentiful. Oysters have only their regular sale. The cold weather is making for better trade in all lines of fish, and if it wil keep up to Christmas, dealers think the combined influences for good of the cold weather and the Christmas call for fish should help them to pick up quite a little.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.	.07½	.08-.10
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½	.08-.10
Haddies, fillets, per lb.	.10	.11-.12
Haddies, Niobe, boneless, per lb.	.08½	...
Herring, Ciscoe	1.80	.12
St. John boaters, 100 in box	1.00	1.20
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.20	...
Smoked boneless herrings, 10-lb. box	1.10	...
Kippered herrings, selected, 60 in box	1.40	1.25-1.60
Smoked salmon, per lb.	.25	.23
Smoked halibut	....	.20

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Gaspe, large, per lb.	.14	.12
Red, steel heads, per lb.	.12-.13	.12-.13
Red, sockeyes, per lb.	.10-.11	.10
Red, Cohoes or silvers, lb.	.10	.10
Pale, qualla, dressed, per lb.	.07½-.08	.07½-.08
Halibut, white western, large and medium, per lb.	.09-.09½	.08
Halibut, eastern chicken and medium, per lb.	.09-.09½	.10
Mackerel, bloater, per lb.	.10-.10½	.09
Haddock, medium and large, lb.	.04½-.05	.07-.08
Market codfish, per lb.	.05-.05½	.07-.08
Steak codfish, per lb.	.06-.06½	.09
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.16-.17	.15
Smelts	.11	.16-.20

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	....
Dried pollock, medium and large, 100 lb.	6 00	....
Dressed or skinless codfish, 100-lb. case	7 25	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs. per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 70	1 65
Standards, ordinary, gal.	1 40	1 60
Selects, per gal., solid meat	2 00	2 00
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 25	....
Best prawns, imp. gallon	2 00	....
Best shrimps, imp. gallon	2 25	....
Sealed, best standards, quart cans, each	0 50	....
Sealed, best select, quart cans, each	0 60	....

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	8 00	....
Malpeque, shell oysters, selected J.A.P., per bbl.	9 00	10 00
Malpeque, shell oysters, C.C.I., bbl.	12 00	....
Clams, per bbl.	6 00	....
Live lobsters, medium and large, lb.	0 26	0 45
Live lobsters, medium and large, lb.	0 26	....
Boiled lobsters, medium and large, lb.	0 28	....
Winkles, bush.	2 00	....
Little Necks, per 100	1 25	....

FRESH FISH.

	Montreal	Toronto
Haddock, fancy, express, lb.	0 05	0 07
Steak cod, fancy, express, lb.	0 06½	0 08—0 09
Market cod, per lb.	0 05	....
Smelts, lb.	0 12	0 12
Live lobsters	0 25	....

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.10½-.11	.10
White fish, small tulibees, per lb.	.06½-.07	.07
Lake trout, large and medium, lb.	.10-.11	.12
Dore, dress or round, lb.	.09½-.10	.09-.10
Pike, dressed and headless, lb.	.07-.07½	.07
Pike, round, per lb.	.06-.06½	.07-.08
Tom Cods, new, per bbl.	2 50	....

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	....
Salmon, Labrador, bbls., 200 lbs.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	7 50	....
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	12 00	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	6 50
Mackerel, N.S., bbls., 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	5 50	6 25
Herrings, Labrador, half bbls.	3 00	3 25
Herrings, Nova Scotia, bbls.	5 00	6 25
Herrings, Nova Scotia, half bbls.	2 90	3 40
Lake trout, 100-lb. kegs	6 00	....
Quebec sardines, bbls.	6 00	....
Quebec sardines, half bbls.	3 50	....
Tonges and sounds, per lb.	0 07½	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imp'ted milkers, hf bbls	7 00	....
Holland herrings, imp'ted milkers, kegs.	0 85	0 75-1 00
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs.	0 75	0 70-0 95
Lochfyne herrings, box	1 35	....
Turbot, bbl.	14 00	....

WINNIPEG.

FISH.—After several unexpected delays, winter-caught lake fish have at last come on local market. The supply is good and gives every indication of remaining good. Since these new arrivals the demand has improved materially, business being brisk the past week. Arrival of fresh-caught lake fish has, of course, changed quotations materially. Outside of this there is a decline in oysters to $2.50 per gallon.

Fish—		
New fresh jackfish	....	0 03½
Lake Superior herring	....	0 03½
New tulibees	....	0 04
Fresh mulletts	....	0 03
Fresh whitefish	....	0 08½
Fresh pickerel	....	0 07½
Trout	....	0 12½
Gold eyes	....	0 03½
Halibut	....	0 12
Frozen halibut	....	0 09½
Salmon	....	0 18
Frozen salmon	....	0 11
Fresh cod	....	0 10
Fresh smelts	....	0 11
Oysters, per gal.	....	2 00
Shell oysters, per cwt.	....	2 00
Shell oysters, per bbl.	....	17 00
Haddies	....	0 09
Haddies, fillets	....	0 12½
Bloaters, per box	....	1 50
Kippers, per box	....	1 75

Joseph Wake, grocer, Saskatoon, Sask., is succeeded by H. L. Massey.

Produce and Provisions

Easier Undertone to Provisions; Turkeys Up

Demand Better in Most Lines, Helped by Seasonable Weather and Approach of Christmas—Turkey Dearer This Week in Toronto—Deliveries Light—A Cut-throat Policy?—Compound Lard Advanced—Fresh Made Butter of Poor Quality — Storage Eggs Down in Montreal.

MONTREAL.

PROVISIONS.—Abattoir killed dressed hogs are cheaper this week, being quoted at $10.25 to $10.50. This fact is having effect on the provision market, lower prices being asked for many lines, with still lower prices anticipated. Cooked ham is being offered at 24c, roast hams 28c, boiled shoulders 25c, and roasted shoulders 26c, prices on three lines of barelled pork are also down, heavy mess bringing $27, heavy clear $27, and clear pork $26. The price of clear fat pork is maintained at $29, owing to slight scarcity. Business is inclined to be quiet, and those who shade prices are getting what business is going. Breakfast bacon can be purchased for 18 to 19c. Lard prices remain the same as a week ago, with steady demand.

Hams—		
Medium, per lb.		0 17
Large, per lb.		0 16
Backs—		
Plain, bone in		0 21
Boneless		23
Peameal		0 24
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll		0 16
Shoulders, bone in		**0 15**
Shoulders, boneless		**0 16½**
Cooked Meats—		
Hams, boiled, per lb.		0 24
Hams, roast, per lb.		0 28
Shoulders, boiled		0 25
Shoulders, roasted		0 26
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.		**0 15½**
Long clear bacon, 80-100 lbs.		**0 14½**
Flanks, bone in, not smoked		**0 15½**
Barrelled Pork—	Per	bbl.
Heavy short cut mess		27 00
Heavy short cut clear		27 00
Clear fat pork		29 00
Clear pork		26 00
Lard, Pure—		
Tierces, 350 lbs., net		0 12
Tubs, 50 lbs. net		0 12¾
Boxes, 50 lbs. net		0 12¼
Pails, wood, 20 lbs., gross		0 12½
Pails, tin, 20 lbs. gross		0 12
Cases, 10-lb. tins, 60 in case		0 12¾
Cases, 3 and 5-lb tins, 60 in case		0 13
Bricks, 1 lb., eacn		0 13¼
Lard, Compound—		
Tierces, 375 lbs., net		0 09½
Tubs, 50 lbs., net		0 10
Boxes, 50 lbs., net		0 10
Pails, wood, 20 lbs., net		0 10¼
Pails, tin, 20 lbs., gross		0 10¼
Cases, 10-lb. tins, 60 in case		0 11
Cases, 3 and 5-lb. tins, 60 in case		0 11
Bricks, 1 lb., each		0 12
Hogs—		
Dressed, abattoir killed	10 25	10 50

BUTTER.—There is a steady feeling here, but the demand is only fair, as inquiries are only for small lots. Receipts during past week were 1,000 packages below corresponding week last year, which fact is helping to keep prices firmer than they otherwise would be. Sales of finest creamery are made at 29—30c, but some late made stuff is selling for lower prices.

Butter—		
Finest creamery, new milk	0 29	0 30
Dairy butter	0 23	0 25

CHEESE.—With continued good demand for export, cheese market continues firm, more new make being sold for 17c than for 16c. Receipts are heavier than they were at this time last year, but total receipts from May until now are considerably below those of 1913.

Cheese—		
New make	0 16	0 17
Old specials, per lb.	0 18	0 19
Stilton	0 18	0 19

EGGS.—Receipts are away down compared with last year, probably due to the fact that farmers are killing more poultry, or are not feeding them as well as they should. New laids are bringing 60c, and are hard to get at that. Cheaper fresh eggs are not expected before Christmas, but there should be marked decline towards the new year. An easier feeling is seen in market for storage eggs, due to large stocks on hand, selects being down to 30c, No. 1's, 27, and splits 20. Business is almost on a par with last year, which is very creditable under the circumstances.

Eggs, case lots—	
New laids	0 60
Selects	0 30
No. 1s	0 27
Splits	0 20

HONEY.—The demand is poor, and market would be weak but for fact that offerings are not large.

Honey—	White Clover per lb.	Buckwheat per lb.
Barrels	0 11½	0 08½
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12½	0 10
Tins, 5 and 10 lbs.	0 12½	0 10
Comb, 13-14 oz. section	0 17—0 18	0 14—0 15

POULTRY. — With approach of Christmas it is expected that market for turkeys at least will be considerably firmer, and dealers insist that prices are firmer right now. There is little indication of it, however, up to present. Whereas fancy turkeys were offered at 14—15 a week ago, the price this week is 14—16. It is hard to say what they will be selling at around Christmas, but it is safe to say they will be cheaper than they were last year. All the big buyers have taken advantage of the low prices of the past two weeks and laid in large supplies for their Christmas trade. Dealers confidently predict higher prices for next week. No. 2 turkeys are not much in demand, and are selling very low. Live chickens, the demand for which fell off entirely last week, are moving a little now. Dressed fancy crate-fed chickens are quoted lower this week—14c to 17c. A good demand is commencing for dressed geese and ducks for the Christmas trade. These have been quiet for some weeks. On the whole, the poultry business is satisfactory, but behind that of last year.

Fresh Stock.—	Live.	Dressed.
Fowl	0 08—0 10	0 10—0 14
Spring chicken	0 07—0 08	0 10—0 13
Fancy, crate-fed chicken, 5 lbs.	0 10—0 13	0 14—0 17
Turkeys, fancy		0 14—0 16
Ducks	0 12—0 13	0 11—0 13
Geese	0 11—0 12	0 10—0 12

TORONTO.

PROVISIONS.—Prices on fresh stuff are easier all round. Lots of dressed hogs are now coming in, and prices are therefore down. The demand though better does not offset the improvement in supplies. Bacon is down, as are cooked meats. Lard, as forecast last week, is easier by half a cent in pure. An advance of a quarter cent in compound is recorded. Christmas demand has not yet materialized, though there is some improvement in general movement.

Hams—		
Light, per lb.	0 16	0 16½
Medium, per lb.	0 15½	0 16
Large, per lb.	0 15	0 15½
Backs—		
Backs, per lb.	0 21	0 22
Boneless, per lb.	0 22	0 23
Pea meal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 17	0 18
Roll, per lb.	0 14	0 14½

Shoulders, per lb.	0 13½	0 14
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13½	0 14
Cooked Meats—		
Hams, boiled, per lb.	0 22	0 23
Hams, roast, per lb.	0 23	0 24
Shoulders, boiled, per lb.	0 20	0 21
Shoulders, roast, per lb.	0 20	0 21
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 00	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11	0 11½
Tubs, 60 lbs.	0 11¼	0 11¾
Pails	0 11½	0 12
Tins, 3 and 5 lbs., per lb.	0 12¼	0 12½
Bricks, 1 lb., per lb.	0 13	0 13¼
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09	0 09½
Tubs, 50 lbs., per lb.	0 09¼	0 09¾
Pails, 20 lbs., per lb.	0 09½	0 10¼
Hogs—		
F.O.B., live, per cwt.	....	7 45
Live, fed and watered, per cwt.	....	7 75
Dressed, per cwt.	11 00	12 00

BUTTER.—Easier market in Montreal is reflected in Toronto. Comparisons as to shipments from this market to British Columbia. They are not one-third of what they were last year, nor one-fifth of 1912 quantity. To balance this, it should be said there has not been so much butter made. One dealer says that only real strength of the butter market is the American market. Fresh made is coming in well, but it is the poorest quality in years. Farmers, it is thought, have been keeping the cattle on inferior diet. Of course, the very best butter, for that reason, can command high prices and be sure of them. Dairy butter is more plentiful, and the price is easier. Creamery is up a cent.

Butter—		
Creamery prints, fresh made	0 30	0 32
Separator prints	0 27	0 28
Dairy prints, choice	0 26	0 27
Dairy, solids	0 22	0 24
Bakers	0 18	0 20

CHEESE.—Britain is still buying Canadian cheese, though demand appears to have fallen off a little. They will not likely order very freely until stocks at the end of the year are ascertained. Prices, however, according to cables are firmer, netting shippers in big lots 16c. There is practically no old cheese obtainable now. Local quotations are all up a quarter of a cent. There is not too much cheese of any sort.

Cheese—		
Old, large	0 17½	0 17¾
Old, twins	0 17¾	0 18¼
New, large	0 16½	0 16¾
New, twins	0 16¾	0 17

EGGS.—There is a decided improvement in the tone of the market. Quotations are not changed much, but there is a much firmer undertone. Demand is much better, possibly owing to the Christmas baking, and making of puddings. There are quite a few choice storage eggs, but there are no seconds around. Demand is possibly a little slow. American market for export has advanced a cent a dozen. New laids are still as ridiculously high to the general public's way of thinking, but are just as scarce. Museums may soon be dickering at fabulous prices, for a new laid egg of December, 1914.

Eggs, case lots—	Per dozen.	
Strictly new laid, in cartons	0 50	0 60
Selects	0 32	0 33
Straights	0 29	0 30
Trade eggs	0 25	0 26

POULTRY.—Once again the poultry situation has more or less switched round, so far as prices are concerned. Two weeks ago they were high. Last week they were low. This week again they are higher. The market generally is considerably firmer. Toronto deliveries, particularly of geese are light, and turkey shows a gain of four to five cents a pound over last week. Geese, two to three cents. These refer to dressed stuff. There is not a demand just now for live. Deliveries will undoubtedly be heavier nearer Christmas, and a big slump in price is nearly sure to follow. It is a question whether or not the farmer is not cutting his own throat by holding now. The number of birds dumped upon the market at Christmas will make the price less advantageous to the farmer and countryman generally than the present one. Chicken is moving a little better. Duck is up three cents, and is none too easy to procure at present.

Fresh Stock—	Live.	Dressed
Fowl	0 08—0 10	0 10—0 12
Spring chicken, lb.	0 10—0 11	0 12—0 16
Fancy, crate-fed chicken, 5 lbs.	0 13—0 15	0 16—0 18
Turkeys, fancy	....—....	0 18—0 20
Turkeys, old Tom	0 13—0 15	0 16—0 18
Ducklings	0 08—0 12	0 12—0 16
Ducks	0 12—0 13	0 12—0 15
Geese	0 12—0 13	0 12—0 14

WINNIPEG.

PRODUCE.—Pork continues strong, and there is a firm tone to lard. No price changes have been made, however, and none are expected.

Cured Meats—		
Hams, per lb.	....	0 20
Shoulders, per lb.	....	0 15
Bacon, per lb.	....	0 25
Long clear, D.S., per lb.	....	0 14
Mess pork, bbl.	....	23 00
Lard—		
Tierces	....	0 11
Tubs, 60s	....	6 75
Pails, 20s	....	2 32½
Cases, 5s	....	7 12½
Cases, 3s	....	7 20

BUTTER.—Here also there is a firm tone to the market. The demand is good, and stocks are becoming rather light. At the present time there is little or no manufacturing in the West, and it may be necessary to bring in stock from the East. Should such be the case, an advance is practically certain to be struck.

Butter—		
Creamery, Manitoba	....	0 30
Dairy	....	0 25
Cooking	0 19	0 21

CHEESE.—There is absolutely no change to the market here. Still there is no Western cheese being exported, and available supplies are quite sufficient to meet the demand.

Cheese—		
New, large	....	0 16¾
New, twins	....	0 17¼

EGGS.—The firm tone noted a week ago continues. Still there is some exportation from the West, four or five cars having gone out in the past week. The supplies are still good, however, and prices remain steady.

Eggs—		
Extra firsts	....	0 28
Checks	0 17	0 18
Extra, in cartons	....	0 30

POULTRY.—Deliveries are a good deal better than a week ago. Even more marked than usual has been the tendency this year to hold back stocks until near Christmas in the hope of thus getting the very highest price. So many farmers have followed this practice that it seems the Christmas market is likely to be glutted, and prices will tend rather downward than upward. The low prices which are now being asked for poultry are resulting in a growing demand from the public.

Fresh Stock—		
Turkeys, per lb.	0 14	0 15
Ducks, per lb.	0 10	0 14
Chickens, per lb.	0 12	0 14
Geese, per lb.	0 10	0 12

FRUIT AND VEGETABLES.

(Continued from page 42.)

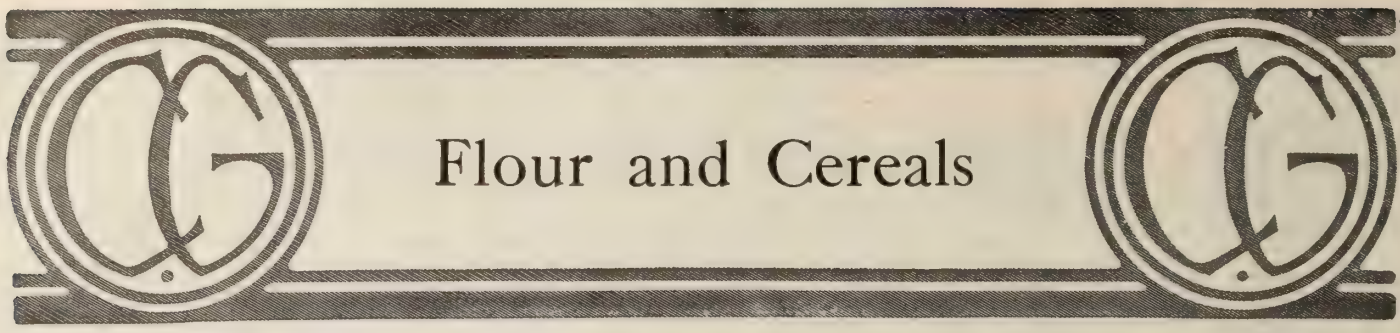
tailer seems to be waiting till last minute to get his stuff. A week from Christmas—and still he buys hand-to-mouth. Tomatoes are in good demand, and are up one cent. Likely they will go higher. Correlative with the Advent boom in fish is one in parsely, though in smaller way.

Beets, Canadian, bag	0 50	0 65
Cabbage, Canadian, dozen	0 35	0 40
Carrots, bag	0 50	0 60
Cauliflower, doz.	1 00	1 25
Citrons, doz.	....	0 45
Cucumbers—		
Slicing, hothouse	1 50	1 75
Medium pickling sizes	0 35	0 75
Celery, California, case	3 50	....
Holly	3 25	3 50
Mushrooms, per lb.	0 70	0 90
Water Cress, 11 qt. basket	....	0 50
Onions—		
Spanish, big crate	3 50	3 75
Can., 75-lb. bags	....	1 50
Green peppers, basket	....	0 75
Potatoes, Delaware	0 80	0 85
Potatoes, Canadian, bag	0 70	0 75
Parsley, basket, 11-qt.	0 30	0 35
Pumpkins	0 10	0 20
Tomatoes, hothouse, lb.	0 17	0 20
Turnips, bag	....	0 40
Sweet potatoes, hamper	....	1 65
Squash, Hubbard, doz.	....	0 75
Lettuce, box	....	2 00
Parsnips, Canadian, bag	0 65	0 70
Persimmons, California, crate	....	2 50
Pommegranates, doz.	....	0 75
Pommegranates, crate	3 00	3 25

WINNIPEG.

FRUIT.—Grape fruit has dropped in price. There is a big supply on hand, and about all that that be secured is $3.50 per case. Messina lemons are off market. Californias, however, still sell at $5.50. Few Valencia oranges are available, and price has dropped to $4. Navels also have been put on lower basis, being now quoted at $3.50. Japanese oranges also have moved downwards, these now being wholesaled at 60c per box.

Apples—		
Washington	....	1 25
Apples, bbls.	3 75	4 00
B. C. box apples	....	1 50
Cranberries, bbl.	....	7 50
Bananas, lb.	....	0 04½
Grapes—		
Almeria, keg	....	7 00
Grape fruit	....	3 50
Lemons—		
California	....	5 50
Oranges, California Valencias	....	4 00
Navels	....	3 50
Japanese, box	....	0 60
Pears	2 00	3 00
Celery, California	....	6 00
Cabbages, per lb.	....	0 01¼
Cauliflower, per doz.	....	1 75
Head lettuce, California, per doz.	....	1 00
Leaf lettuce, doz.	0 45	0 50
Onions—		
California, 100-lb. sacks	....	1 75
Valencia, per case	....	4 50
Parsley, per doz. bunches	....	0 40
Tomatoes, California, per case	....	2 00
Honey, comb, per case (24 sections)	....	5 50



Local Flour Trade More Active; Export Dull

Arrival of Real Cold Weather Has Reviving Effect—Flour Trade Better in Lower Provinces—Good Demand for Mill Feeds, and Millers are Loosening Up—Split Peas From Ontario Going Well.

MONTREAL.

FLOUR.—The arrival of heavy snow is having a good effect on business, farmers being able to bring 60 bags on their sleighs compared with only 20 on their wagons. In the meantime the market remains sluggish for both feeds and flour, hand-to-mouth business being the order of the day still. Export demand is not exceptionally good, prices being too high to be inviting in that direction. However, business is usually quiet here following the closing of navigation, but it is a good many years since there was such a quiet December. Demand from city and country is likely to be poor for some time to come as dealers are nearly all well stocked, and there can be no activity until these stocks are worked off. First spring patents are steady at 6.70, seconds at 6.20, and strong bakers' $6. The movement of winter wheat is also slow.

Manitoba Wheat Flour—	Per bbl.
First patents	6 70
Second patents	6 20
Strong bakers'	6 00

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	6 00	6 25
90 per cent., in wood	5 50	6 00
90 per cent., in bags	2 50	2 60
Straight roller	5 70	5 90
Blended flour	5 75	6 25

CEREALS.—Rolled oats are inclined to be quiet just now, most retailers being inclined to ignore staples in order to give more attention to Christmas goods. There is a steady sale, but quietness is anticipated until after the holidays. It is understood that exceptionally attractive prices are being offered for big business, as low as $3.07½ being asked. This weakness follows a recent decline in oat market. It is believed sales are being made as low as $3 per bbl.

Cornmeal—	Per 96-lb. sack.	
Gold dust	2 20	2 25
Unbolted	2 05	2 15
Rolled Oats—	90's in jute.	
Small lots	3 10	....
25 bags or more	3 07½	....

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled Wheat—	100-lb.	bbls.
Small lots	....	3 50
Hominy, per 98-lb. sack	....	2 75

FEEDS.—Quietness prevails again in all millfeeds, and little change is noticed since week ago. Bran is quoted at $25, but mixed car lots may be secured at $24. The oat market continues to show weakness, and prices for Quebec feed oats are down. The only people buying oats just now are those who produce none, the large consumers, such as the farmers, having large supplies of their own.

Mill Feeds—	Car lots, per ton
Bran	25 00
Shorts	27 00
Middlings	31 00
Wheat moulee	33 00
Feed flour	40 00
Mixed chop, ton	38 00
Crushed oats, ton	40 00
Barley, pot, 98 lbs.	4 00
Oats, chop, ton	38 00
Barley chop, ton	36 00
Feed oats, cleaned, Manitoba, bush..	0 68

TORONTO.

FLOUR.—There is little to relate so far as local conditions are concerned. Trade is bettered in the lower provinces, but for the most part buyers are stocked up till beginning of the year, and won't buy because they don't want to carry over heavy stocks. It is just possible that it would pay them to buy now. Wheat must keep at its high level as long as war conditions remain, and when the New Year comes, deliveries on bakers' new contracts will count, which is bound to have a strengthening effect. Higher prices are forecast freely. Export trade is still dull. Ocean freights are largely responsible. When it is remembered that these have doubled since the outbreak of war, showing month after month a rise of 3c, or 4c, it is not to be wondered at that the American gets the business. Great Britain cannot see that Canadian prices are in line. Possibly, the Imperial spirit which is talked may have some effect upon the lines of inducing foreign buyers to get their flour from Canada, even if it costs a little more.

Manitoba Wheat Flour—	Small lots, per bbl.	Car lots, per bbl.
First patent	6 80	6 60
Second patent	6 30	6 10
Strong bakers	6 10	5 90

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots, per bbl.	Car lots, per bbl.
Fancy patents	5 50	5 30
90 per cent.	5 10	4 90
Straight roller	5 00	4 80
Blended flour	5 35	4 95

CEREALS.—Market is firmer. Cereals generally find better market during colder weather. There is quite a big demand for split peas. Supplies which come from Germany are now of course cut off, and Ontario farmers find readier market for their products. They are fetching $4.80 to $5 and demand shows signs of increasing rather than slackening.

Barley, pearl, 98 lbs.	....	5 00
Buckwheat grits, 98 lbs.	5 50	6 00
Corn flour, 98 lbs.	2 60	3 00
Cornmeal, yellow, 98 lbs.	2 55	2 65
Graham flour, 98 lbs.	3 00	3 30
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 92½
Oatmeal, granulated, 98 lbs.	....	3 92½
Peas, Canadian, boiling, bush.	2 90	3 00
Peas, split, 98 lbs.	....	5 00
Rolled oats, 90-lb. bags	3 37½	3 57½
Rolled wheat, 100-lb. bbl.	3 75	4 00
Rye flour, 98 lbs.	....	3 00
Wheatlets, 98 lbs.	3 75	4 00
Whole wheat flour, 98 lbs.	3 75	4 00

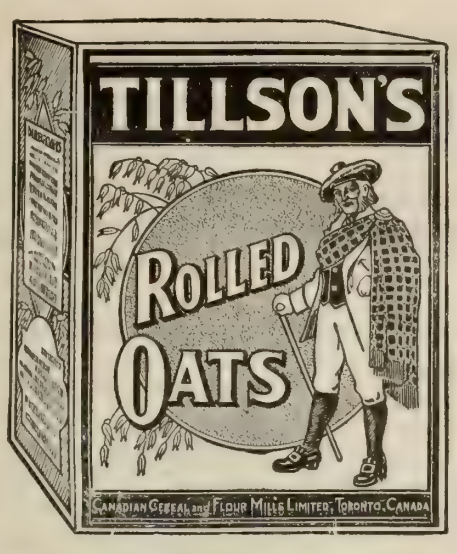
MILL FEEDS. — Trade is considerably more active, doubtless due to colder weather, and there is a stronger undertone to the market. The demand grows and it becomes apparent that there is no surplus such as was talked when business was dull. Dealers look for higher prices. Millers who held on to their stocks show willingness to loosen up; it pays them better to get what they can now rather than wait for a demand that may never materialize. There are a number of millers, it is said, who are selling shorts as middlings.

Mill Feeds—	Mixed cars, per ton	
Bran	26 00	27 00
Shorts	28 00	29 00
Middlings	30 00	32 00
Wheat moulee	....	30 00
Feed flour, per bag	1 85	1 90
Oats—		
No. 3, Ontario, outside points	0 50	0 51
No. 3, C.W., bay ports	....	0 60

WINNIPEG.

FLOUR AND CEREAL.—This market is exceedingly quiet at present time. Volume of business is satisfactory, and from the country this has been improved by reason of the snowfall. No price changes are noted either in flour or cereals, and there seems no reason to expect any changes for some time.

Manitoba Wheat Flour—	Per bbl.
First patents	6 40
Second patents	5 80
Strong bakers'	5 10
Cereals—	
Rolled oats, per 80 lbs.	2 80
Oatmeal, fine, standard and gran'd, 98 lbs	2 80



Merry Christmas and Happy New Year



The year is rapidly drawing to a close. Our home ties demand the attention of everybody. Therefore we shall not worry you about business. We want to thank all the merchants of Canada for their loyal support of

Canadian Products
MADE IN CANADA
BY CANADIANS

1914 has been a prosperous year for us. YOU have done your share to distribute our products. Accept our thanks. In turn we are going to promise you that 1915 will bring you increased sales for all our products, especially

Tillson's Oats and Rainbow Flour

Our house to house campaigns will be continued during the coming year. Make one of your New Year's resolutions that you will handle ONLY goods "Made in Canada" and also see to it that the money STAYS in Canada.

By stocking our products every cent remains in Canada and benefits Canadian labor.

Canadian Cereal and Flour Mills
LIMITED



That's My Boy!

Every parent looks with joy at their children as they romp and play; their rosy cheeks speak their robust health. Start your boy out each morning ready to face the fight. Give him a liberal dish of those energy-building, heat-producing

TILLSON'S OATS

Friday Night is Gift Night

If you present a package when our agent calls, **YOU WIN A DOLLAR.** Watch for our canvassers.

RAINBOW FLOUR MAKES GOOD BREAD

Canadian Cereal and Flour Mills, Ltd.



THAT you may enjoy a most Happy Christmas and that the year 1915 will be one of unprecedented peace, plenty and prosperity for you is our sincere wish.

C. H. Catelli, Ltd.

MONTREAL

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SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs.	$ 2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 80
No. 10 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 30
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs.	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER

Size.	Less than 10 case lots. Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$ .95	$ .90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2½-lb.	11.60	11.35
3-lb.	13.60	13.35
5-lb.	22.35	21.90

Barrels—when packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books.	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN.	Per case.
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	$2 88
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	3 30
King's Food, 2 doz. to case, weight 95 lbs.	5 20
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 30
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 30

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars.	Per doz.
Strawberry, 1914 pack	$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—

Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35

Only a Scrap of Paper

Germany regarded her solemn treaty with Belgium as a mere "scrap of paper" and devastated the country she swore to protect.

Britain, a party to the same agreement, took up arms to make good her guarantee of protection the minute that protection was needed.

Britain saw more than a mere "scrap of paper" in that treaty. She saw that behind it stood the national honor and national honesty—the qualities that maintain confidence in national agreements.

The warranty which guarantees the absolute purity of every package of White Swan Pure Food Products is more than a "scrap of paper." It is a solemn treaty between your customer, you and The White Swan Spices and Cereals, Ltd., in which we solemnly declare that the goods are absolutely pure and that we will back up that declaration with all our resources whenever and wherever it is challenged..

Back of that little piece of paper which seals every package, stand the reputation—the character—the honor and the honesty of The White Swan Spices and Cereals, Ltd. And behind us stands the Canadian Government to see that we carry out our promises to the letter.

That warranty may look insignificant to you—the men selling the goods—but it has a significance as far as you, your customer and ourselves are concerned as the "scrap of paper" the ignoring of which sealed the doom of the German Empire.

Be sure you get it on the goods you buy. Be sure it is on the goods you sell.

WARRANTY

We hereby warrant the contents of this package, as manufactured by us, to be pure and unadulterated in accordance with the warranty provided for in the third Schedule to the Adulteration Act, chap. 133 of the Revised Statutes.

WARNING

Any person or persons found guilty of substituting the contents of this package with inferior or impure goods will be prosecuted according to law.

White Swan Spices & Cereals, Limited
Toronto, Canada

The White Swan Spices & Cereals, Limited
Toronto, Ontario

Here's Our Heartiest Wish

That all our grocer friends enjoy the Merriest of Merry Christmases, and a year of unalloyed success, developed with the greater certainty of continuance with the prestige-building power of H. de L. brand goods



HENRI de LEEUW, *Import and Export Grocery Broker*
MONTREAL 28 FRONT STREET EAST, TORONTO HALIFAX

Better Dealer Service



The greatly increased demand for

CHINESE STARCH

has made necessary the installation of new and improved machinery that will more than double the present capacity of our plant. This will enable us to make prompt deliveries on all orders and insures a neater package.

Chinese Starch fits in with the

"Made in Canada"

movement, so don't lose sight of the fact, that when pushing this superior brand you not only please your customers but keep the money at home.

OCEAN MILLS, Montreal

Order from any Wholesale Grocer

Hams AND Bacon FOR Christmas

Send in your orders now.

Every piece will be nicely wrapped in parchment paper. Nothing better for Christmas and nothing better than the

"STAR BRAND"

F. W. Fearman & Co.
LIMITED
HAMILTON

Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 00
Chocolate Confections	**Per lb.**
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonparell wafers, No. 1, 5-lb. boxes	0 31
Nonparell wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 24 bars per box	0 85

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 30
Navy chocolate, ½'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ½'s	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 26

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case.
Eagle Brand, each 4 doz.	$ 6 25
Reindeer Brand, each 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each 4 doz.	5 60
Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each, 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. tins, 2 doz. to case, weight 35 lbs.	39
1 lb. tins, 4 doz. to case, weight 80 lbs.	38

ENGLISH BREAKFAST COFFEE.

¼ lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb. tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, per lb.	27

Shipping weight, 50 lbs. per case.

MINTO BROS.

MELAGAMA COFFEE.

	Whol.	Ret.
1s, ½s, Grd.	25	30
1s, ½s, B. & G.	32	40
1s only, B. & G.	35	45
1s, ½s. B. & G.	38	50

Packed in 30 and 50-lb. cases. Terms net 30 days prepaid.

(MINTO COFFEE (Bulk)

M Bean or Gr.	38
I Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	28
Spec. Grd. Compound	25

Packed in 25 & 50-lb. tins.

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS--ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	$ 1 15
2 oz. bottles, per doz., weight 4 lbs.	2 20
2½ oz. bottles, per doz., weight 6 lbs.	2 50
4 oz. bottles, per doz., weight 7 lbs.	4 00
8 oz. bottles, per doz., weight 14 lbs.	7 50
16 oz. bottles, per doz., weight 23 lbs.	14 40
32 oz. bottles, per doz., weight 40 lbs.	28 80
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

Special Delivered Price for Canada

	Per doz.
½-oz. (4 doz. case), weight 9 lbs., retail each 15c	$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each $1 50	13 00
Pint (1 doz. case), weight 29 lbs., retail each $3	25 00
Quart (1 doz. case), weight 53 lbs., retail each $5 50	47 75
Gallons, each, retail each $20	17 15

We wish our patrons a Jolly Xmas and a Happy New Year

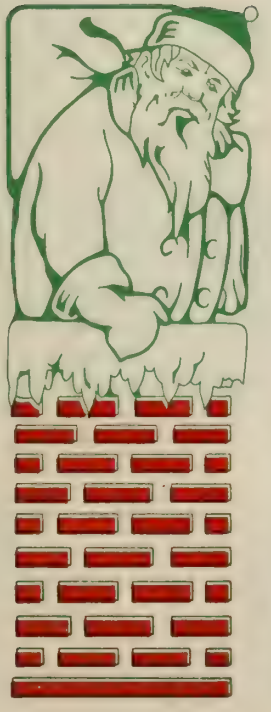
In presenting the season's greetings to the trade let us thank one and all for their support during the past twelve months. Our Christmas present to the trade is the promise of even better service to the manufacturer and wholesaler than ever.

Nicholson & Bain

Wholesale Commission Merchants and Brokers

HEAD OFFICE: WINNIPEG, MAN.

Branches: Regina, Saskatoon, Edmonton, Calgary Vancouver



A King's Food

The zesty, condensed nutrition and deliciousness of the "King Oscar" Sardines is appreciated by Royalty as well as the buying public everywhere.

King Oscar

BRAND

SARDINES

Widespread publicity makes initial sale easy for the dealer. A big all-round-year seller.

Ask your wholesaler for prices.

CANADIAN AGENTS

J. W. BICKLE & GREENING

(J. A. Henderson)

HAMILTON - CANADA

Holiday Fruits

We are offering for the Xmas trade a very fine assortment, and solicit your orders.

"Royal Crest" Brand Navels, very thin skinned, fine color and eating.

Florida Oranges, Mexican Oranges.

Malaga Grapes, Pineapples, all kinds of Nuts, Figs, Dates.

Holly, Holly Wreaths and Wreathing.

Our Xmas Price List now being mailed. Write for one.

Mail orders a specialty, and orders carefully filled.

WHITE & CO., LIMITED

TORONTO

Branch at Hamilton

GELATINE.

Knox Plain Sparkling Gelatine (2-qt. size), per doz.. 1 30
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz..... 1 30
Cox's Instant Powdered Gelatine (1-qt. size), per doz. 1 10

W. CLARK, LIMITED, MONTREAL.

Compressed Corned Beef, ½, $1.75; 1, $3.00; 2, $5.50; 6, $17 00; 14, $45.00.
Roast Beef, ½, $1.75; 1, $3.25; 2, $6.25, 6, $18.00.
Boiled Beef, 1, $3.25; 2, $6.25; 6, $18.00.
Jellied Veal, ½, $1.75; 1, $3.25; 2, $5.00; 6, $18.00.
Corned Beef Hash, ½, $1.75; 1, $2.25; 2, $3.35.
Beefsteak & Onions, ½, $1.75; 1, $3.00; 2, $6.00.
Cambridge Sausage, 1, $3.00; 2, $5.00
Boneless Pigs' Feet, ½, $1.75; 1, $2.50; 2, $5.00.
Lambs' Tongues, ½, $2.50.
Sliced Smoked Beef, Tins, ½, $1.80; 1, $2.90.
Sliced Smoked Beef, Glass, ¼, $1.50; ½, $2.00; 1, $3.00.
Tongue, Ham and Veal Pate, ½, $1.30.
Ham and Veal Pate, ½, $1.20.
Potted and Devilled Meats, Tins — Beef, Ham, Tongue, Veal, Game—¼, 50c.; ½, $1.00.
Potted Meats, Glass — Chicken, Ham, Tongue, ¼, $1.50.
Ox Tongues—Tins, ½, $2.75, 1, $6.00; 1½, $9.00; 2, $10.50.
Ox Tongues—Glass, 1½, $10.00; 2, $12.00.
Mincemeat—Hermetically sealed tins, 1, $1.25; 2, $1.95; 3, $3; 4, $4; 5, $5.
In Pails, 25 lbs., 8c. lb.
In Tube, 45 lbs., 7½c lb.
In Glass, 1, $2.25.
Plum Pudding, 1, $1.90; 2, $2.40.
Clark's Peanut Butter — Glass Jars, ¼, 95c.; ½, $1.40; 1 $1.85.
Clark's Peanut Butter—Pails 24 lbs., 15c. per lb.
Clark's Tomato Ketchup, 8 oz., $1.35; 12 oz., $1.95; 16 oz., $2 40
Pork & Beans, Plain Talls, 1, 60c; 2, $1; 3, $1.40; 6, $4.50; 12, $7.25.
Pork & Beans, Tomato Sc. Talls, 1, 60c; 2, $1.00; 3, $1.40; 6, $4.50; 12, $7.25.
Pork & Beans, Chili Flat, 1, 60c; 2, $1.00; 3, $1.15.
Pork & Beans, Tomato Flats, 1, 60c; 2, $1.00; 3, $1.15.
Pork & Beans, Plain Flats, 1, 60c; 2, $1.00; 3, $1.15.
Vegetarian Baked Beans, Tomato Sauce, Talls, $1.15.
Clark's Chateau Concentrated Soups, 95c.
Clark's Chateau Concentrated Soups, No. 1 Assorted, 95c.

EBY-BLAIN, LIMITED, TORONTO. ANCHOR BRAND.

Ammonia Powder— "Anchor"	Per case.
50 cases, 6 doz.	$2 50
10 cases, 3 doz.	2 50
5 case lots, freight prepaid, Ontario points	2 25

Baking Powder— "Anchor"	Per doz.
4 oz. tins, cases 4 doz.	0 67½
6 oz. tins, cases 4 doz.	0 90
8 oz. tins, cases 3 doz.	1 20
12 oz. tins, cases 3 doz.	1 65
16 oz. tins, cases 2 doz.	2 60
2½ lb. tins, cases 1 doz.	4 50
5-lb. tins, cases 1 doz.	8 40
Chocolate—Unsweetened— "Anchor"	
10c cakes, boxes 2 doz.	0 90
Cocoa—"Anchor"	Per doz.
10c tins, cases 4 doz.	0 90
	Per lb.
⅛s, tins, cases 4 doz.	0 36
¼s, tins, cases 2 doz.	0 35
1s, tins, cases 1 doz.	0 35

Coffee—"Anchor"	Per lb.
1 lb. tins, whole or ground, cs., 30 lb.	0 36
2 lb. tins, whole or ground, cs., 30 lb.	0 35

Cream of Tartar— "Anchor"	Per doz.
2 oz. pkgs., box 4 doz.	$ 0 90
3 oz. pkgs., box 3 doz.	1 35
¼ oz. pkgs., box 4 doz.	1 75
½ oz. pkgs., box 4 doz.	3 50
½ oz. tins, box 4 doz.	3 75
1 oz. tins, box 2 doz.	6 00

Flavoring Extracts—"Anchor"	
20c bottle	$ 1 15
½ oz. bottle	2 50
4 oz. bottle	4 00
8 oz. bottle	7 50
16 oz. bottle	14 40
32 oz. bottle	28 80
80 oz. bottle	60 00

Flour—Potato—"Anchor"	Per doz.
Cases 2 doz.	1 20
Icings, Prepared—"Anchor"	
10c pkgs., cases 3 doz.	1 00

Mustard, D.S.F.—"Anchor"	
5c tins, boxes 4 doz.	0 50
10c tins, boxes 4 doz.	0 95
	Per lb.
⅛s, tins, boxes 12 lbs.	0 40
¼s, tins, boxes 12 lbs.	0 39
1s, tins, boxes 12 lbs.	0 38

Rice, Special Grain— "Anchor."	Per doz.
Cases 2 and 4 dozen	0 90
"Anchor" Brand	Per case.
Shaker Table Salt, free running, cases 2 doz., case.	1 60

"GOLD MEDAL" COFFEE.

Whole or Ground—	Per lb.
⅛ lb. tins, cases 30 lbs.	0 37
1 lb. tins, cases 30 lbs.	0 36
2 lb. tins, cases 30 lbs.	0 35

"GOLD MEDAL" ROLLED WHITE OATS.

	Per case.
25c pkgs., cases 12 pkgs.	2 50

"KING" NAPHTHA BORAX WASHING COMPOUND.

5c pkgs., cases 50s	1 90
5c pkgs., cases 100s	3 75
10c pkgs., cases 3 doz.	3 50

"KOLONA" CEYLON TEA.

	Per lb.
40c black, green or mixed, ½ and 1 lb. pkgs.	0 30
50c black, green or mixed	0 35
60c black, green or mixed	0 42
80c black, green or mixed	0 55

	Per doz.
"Meat of Wheat" Breakfast Food, cases 2 doz.	1 45
"Wheat - Os" Breakfast Food, cases 2 doz.	1 45

	Per doz.
"Piccaninny" pancake and buckwheat	1 00

LAPORTE, MARTIN, LIMITED. MONTREAL. Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 qts., case. 6 00
Efficace ... 6 50
Neptune ... 7 00
San Rival ... 8 00

VICHY LEMONADE.

La Savoureuse, 100 pts., cse. 10 00

CASTILE SOAP.

"Le Soleil," 72 p.c. Olive Oil.
Cs. 25 11 lb. bars, lb. 0 11
Cs. 200 3½ lb. pieces, cs. 5 50

ALIMENTARY PASTES. BLANC & FILS.

Macaroni, Vermicelli, Spaghetti, Small Pastes, etc.
Box, 25 lbs., 1 lb. 0 08½
Box, 25 lb., loose 0 08

MINERVA PURE OLIVE OIL

Case—	
12 litres	8 00
12 quarts	7 00
24 pints	7 50
24 ½ pints	5 00
Tins—	
20s, ⅛ gal.	3 00

The Season's Greetings

from

Griffin & Skelley Company

and their Canadian representatives:

The G. W. Nickerson Co. - Prince Rupert
Geo. H. Gillispie - - London
A. B. Lambe & Co. - Hamilton
Grant, Oxley & Co. - Halifax
A. P. Tippet & Co. - Montreal
W. G. A. Lambe & Co. Toronto
Mason & Hickey - - Winnipeg
Saskatoon, Calgary, Regina, Edmonton



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax, - N.S.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper

CANNON'S

Pure English Gelatines

For all purposes.

Prompt Shipments from
Toronto and Montreal Stores

Sole Agents for:

B. Cannon & Co., Limited

LINCOLN, ENGLAND

FINEGAN & ELLIS

506 Board of Trade Bldg.

TORONTO

"Yes, Madam, Here It Is"

THAT'S about all you have to say to sell a *Heinz product*, because our national advertising does the talking for you by teaching your customers the purity and quality of our products.

Our Grocers' Service Department will help you increase your sales.

"What is this department?"

"How can it help?"

Write to us or ask our salesman to explain—it's well worth finding out about.

H. J. HEINZ COMPANY
MADE IN CANADA
PURE FOOD PRODUCTS
Factory—Leamington, Ont.

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F. O. B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63
	Per jar.
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

WHITE SWAN LYE

Single Cases, 4 doz.	$3 40
3 case lots, 4 doz.	3 30
5 case lots, 4 doz.	3 20

Shipping weight 50 lbs. per case.

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. $0.90

List Price.

JELL-O.

Assorted case, contains 2 doz 1 80

Straight.

Lemon, contains 2 doz	1 80
Orange, contains 2 doz	1 80
Raspberry, contains 2 doz	1 80
Strawberry, contains 2 doz	1 80
Chocolate, contains 2 doz	1 50
Cherry, contains 2 doz	1 50
Peach, contains 2 doz	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz 2 50

Straight.

Chocolate contains 2 doz	2 50
Vanilla contains 2 doz	2 50
Strawberry contains 2 doz	2 50
Lemon contains 2 doz	2 50
Unflavored contains 2 doz	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap. Packed 100 bars to case.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 90
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Boxes.	Cents
Laundry Starches—	
40 lbs., Canada Laundry	.06¼
40 lbs., Boxes Canada white gloss, 1 lb. pkg.	.06¾
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs., No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs No. 1 white	.06¾
200 lbs., bbls., No. 1 white	.06¾
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water) per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch	.06½
(120-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06¾
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07¼
Barrels, 200 lbs.	.06¾
Kegs, 100 lbs.	.06¾
Lily White Gloss—	
1-lb. fancy cartons cases 30 lbs.	.07¾
8 in case	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08¼
Kegs extra large crystals, 100 lbs.	.07¼
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06½
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07¾
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07¾

(20-lb. boxes ¼c higher than 40's.

UNCHANGED!

From Coast to Coast the price on

WETHEY'S

CONDENSED MINCE MEAT

is absolutely unchanged.

THERE HAS BEEN NO ADVANCE.

We have protected the trade and ourselves for some time to come.

J. H. Wethey, Limited

ST. CATHARINES, ONTARIO

RUSH ORDERS

We are ready to serve you until the last minute. Anything you require in a hurry, phone or wire us for it and same will go forward by first train.

Our Xmas oranges turned out even better than we expected. Did you have some?

All other lines right up to our usual high standard.

THE HOUSE OF QUALITY

Hugh Walker & Son

Established 1861

Guelph and North Bay



is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S.**

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

"Made in Canada"

Brooms of Quality

to introduce our

CANADA LINE

Please note the following:

Special Prices

Sample Order Solicited

Fine Polished Colored Handles

No. 1	CANADA,	5 stg.	- -	$4.50
" 2	"	4 "	- -	4.00
" 3	"	4 "	- -	3.75

6-doz. Lots and up delivered (Ontario)

Walter Woods & Co.

HAMILTON

Buyers' Guide

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

Dr. JACKSON'S

ROMAN MEAL

Made in Toronto

ROMAN MEAL CO.

MONARCH ROAD

EGG FILLERS

Our capacity is three times the total Filler requirements of Canada.

PROMPT DELIVERIES

by us are therefore certain.

THE TRENT MFG. CO., LTD.

TRENTON, ONTARIO, CANADA

The Best for all forms of Coughs, Asthma, Bronchitis, and all ailments of Respiratory Organs.

MERIT SYRUP

FOR AGENCY, WRITE

THE MERIT CHEMICAL CO.

725 Notre Dame E. MONTREAL

SUCHARD'S COCOA

The Highest Quality

Most Reasonably Priced

"Quality" Cocoa

On Sale Anywhere.

FRANK L. BENEDICT & CO.

Agents Montreal

WRITE TO

10 Garfield Chambers, Belfast, Ireland, for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

Raw Materials and Equipment

Some of the largest bakers in America are placing the buying of their materials and equipment in our hands. They know that they get better value through us.

The Biscuit & Cracker Mfrs. Co.

105 Hudson St. New York City

STORAGE IN OTTAWA

BOND AND FREE

Direct Railway connection. Car distributing. Write for rates.

Dominion Warehousing Co., Ltd.

Phone R54. 46 to 56 Nicholas St., Ottawa.

THEY ARE GOOD OLD STAND-BYS

Baker's Cocoa and Chocolate



Registered Trade-Mark

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

Every Merchant who handles—

Mathieu's Nervine Powders



knows that they sell themselves. So effective are they in all cases of headaches that when once tried they are immediately recommended. Every merchant can with perfect safety recommend Mathieu's Nervine Powders as a perfectly safe and harmless remedy in all cases of headaches. Any merchant may try Mathieu's Nervine Powders at our expense, as per coupon attached. *Mathieu's Syrup of Tar and Cod Liver Oil is a specific in all forms of colds.*

The J. L. MATHIEU CO.

Proprietors

Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name .....

With (Name of firm) .....

Street .....

City or Town ..... Prov.....

HOLLAND RUSK

a food product for all seasons. It will please your customers and build a profitable trade for you.

HOLLAND RUSK COMPANY

HOLLAND, MICH.



When writing to advertisers kindly mention this paper

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contract ns count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COLELAND CHATTERSON SYSTEMS Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE. INSURE IN THE HARTford. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER Company guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada Limited. Office and factory, 29 Alice Street, Toronto.

WANTED

WANTED ENERGETIC MAN TO SECURE subscriptions and renewals to MacLean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Canada.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a situation, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

TRAVELLER CALLING ON THE GENeral trade, with good connection in Saskatchewan, wants one or two lines on commission. Box 1092, Saskatoon, Sask.

AGENCIES WANTED

WANTED—AGENCIES FOR PROVINCE OF Prince Edward Island on a commission basis for any special or good general lines handled by the drug or grocery business. Firm has good connection with local trade and already represents several manufacturers. Special facilities for advertising or distributing samples if required. Write P. E. Island Agency, Box 265, Charlottetown, P.E.I.

FOR SALE

McCASKEY ACCOUNT REGISTER—GOOD AS new. Sixty accounts. Twenty-five dollars f.o.b. Fruitland, Ont. Terms, draft against bill of lading. Church & Ross.

FOR SALE—AN ADVERTISEMENT UNDER this heading would be seen by practically every progressive grocer in the Dominion. This means that it will be read by the very man who is in need of such a coffee mill, cash register, cheese cutter, showcase, etc., that may be standing idle in your store, and which could be turned into money by an outlay of just two cents a word. See our rates above and send your ad. along to-day.

GROCERY STORE FOR SALE GOOD CENtral location in the City of Windsor, Ont. Butcher business in connection. Two-family residence. Flat rented at $20.00 per month Turnover, $20,000 yearly. Will sell cheap. Reasons: retiring from business. Write Box 67, Canadian Grocer, Toronto, Ont.

STORE TO RENT OR LEASE—TWOstorey frame corner building, size 25 x 60, perfectly fitted for general merchant business in a Southern Saskatchewan coal mining town. A good business proposition to the right man, with immediate occupation. For full particulars write A. H. McConnell, Box 11, Roche Percee, Sask.

GENERAL MERCHANT'S BUSINESS, POST office attached, for sale, on Vancouver Island. Turnover $15,000 yearly. Sound business; $10,000 will handle; $3,000 yearly can be made. Apply Box 68, Canadian Grocer, Toronto. Principals or solicitors only treated with.

FOR SALE—GENERAL STORE SITUATED 21 miles west of Lo[illegible]. Turnover $15,000.00. Stock $5,500.00. Good opening for energetic man. Will sell or lease store. Proprietor wishes to retire. Write to Box 69, Canadian Grocer, Toronto, Ont.

Mail Contract

SEALED TENDERS, addressed to the Postmaster General, will be received at Ottawa until noon, on Friday, the 8th January, 1915, for the conveyance of His Majesty's Mails, on a proposed Contract for four years, eighteen times per week each way, between Brampton P.O. and Canadian Pacific Ry. Station, from the Postmaster General's pleasure.

Printed notices containing further information as to conditions of proposed Contract may be seen and blank forms of Tender may be obtained at the Post Offices of Brampton, and at the office of the Post Office Inspector, Toronto.

A. SUTHERLAND,
Post Office Inspector.

Post Office Inspector's Office,
Toronto, Nov. 26th, 1914.

Safe Investments

The Financial Post of Canada is the recognized authority on Canadian investments.

Each week it gives much exclusive information respecting Canadian companies; also reliable news on bond and stock issues, mining and real estate conditions.

The INVESTOR'S INFORMATION BUREAU is maintained free to subscribers and answers by letter all inquiries about investments. Write for sample copy and our subscription offer.

The Financial Post of Canada
Toronto

"The Canadian Newspaper for Investors"

HOLLY DAYS

are confection days.

MAPLEINE

is indispensable for flavoring and coloring bonbons, icings, candies, ice cream.



Order from

Frederick E. Robson & Co., 25 Front St. E., Toronto.

CRESCENT MFG. CO.
SEATTLE, WASH.



OAKEY'S

The original and only Genuine Preparation for cleaning Cutlery

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead Emery Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

20th Century Retailing DEMANDS the use of

ALLISON COUPON BOOKS



You can't get away from credit business without driving away trade. And if you don't use **Allison Coupon Books** you are bound to lose some money on credit accounts. Allison Coupon Books make credit business "good as gold."

HERE'S HOW THEY WORK:

When a man wants credit give him an Allison Coupon Book, and have him sign Firm at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pressbooks, no charging, no time wasted, no errors, no disputes.

For Sale Everywhere by Jobbers.

ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

A want ad. in this paper will bring replies from all parts of Canada.

Place Your Christmas Window in the Contest

This year *Canadian Grocer* will have as usual a Christmas window competition open to grocers and their clerks. When you have your best window in shape, have it photographed and entered in the race. It may be in the money.

Selling Power, Attractiveness and Originality

will be the basis of judgment. Windows must be trimmed with Christmas goods.

Photographs must be mailed before December 31. See that photographer gets good picture and give description of the window.

The Prizes

Towns and Cities over 10,000 Population		Centres under 10,000 Population	
1st Prize	$5.00	1st Prize	$5.00
2nd "	3.00	2nd "	3.00
3rd "	2.00	3rd "	2.00

The Christmas Ad. Writing Contest

For the best Christmas newspaper advertisement submitted by end of year *Canadian Grocer* will give a prize of $3; to the second best, $2. Clip it from the newspaper and briefly outline your ideas concerning advertising and its selling advantages.

Address:

THE EDITOR, CANADIAN GROCER

143-153 University Avenue

TORONTO



What doctors recommend is worth your while to push.

THE JOHN MACKAY'S BARLEY FOOD

FOR BABIES AND INVALIDS

is unanimously recommended by the leading physicians and generously used in all hospitals of any importance. The best and most nourishing form in which barley can be prepared; an exclusive process of The John MacKay's. Once used, Barley Food becomes the family mainstay, and excellent uses can be found for it in the homes of all classes. Just try a can, to see how Barley Food will "take hold" of you and build you up, especially if you suffer from indigestion and all kindred ills, for it will stay with you when nothing else will. It means 50% to you, Mr. Retailer.

We have the only exclusive barley mill on the continent. Order to-day from your wholesaler or direct.

John MacKay Co., Ltd., Bowmanville, Ont.

The only exclusive Pot and Pearl Barley Mill in Canada

Apples

We will pack

10,000 barrels

of the celebrated Georgian Bay Apples this Fall. Place your orders early.

LEMON BROS.

Owen Sound, Ontario

They're
Now on the Market

B.L.O.E.

(Best Lemons on Earth)

Mention when ordering:

St. Nicholas
Home Guard
Queen City
Puck
Kicking

They're the Brands.

J. J. McCABE

Agent

Toronto

Like the onward march of the glacier, the force of example is irresistible, but infinitely slow; advertising is like the snowstorm that covers the country in a single night—but don't forget that if you want to keep the country covered you have got to keep the snow falling or the heat of competition will melt it.

Over

18,100

pounds of

SAUSAGES

made last week.

Amount always increasing on account of their purity. Increase your provision sales by selling a few of Schneider's

"Twelve Varieties"

Try a shipment of Pure **Country Pork Sausage,** absolutely all Pork Meat

J. M. SCHNEIDER & SONS
LIMITED
Berlin, Ontario

Are You Protected?

You have been consistently informed of the new law in regard to Maple Products coming into force Jan. 1st, 1915. If you haven't read it, see the editorial in this issue. In any event you are safe if you stock

PRIDE *of* CANADA



It is genuinely pure, from the pure sap of the maple only. Look at the Government reports and we'll prove that it has never been adulterated. You can bank on its purity.

Maple Tree Producers' Assoc.
Limited
58 Wellington Street, Montreal

AGENTS:—W. L. Mackenzie & Co., Winnipeg; Oppenheimer Bros., Vancouver; S. H. P. Mackenzie, 32 Church Street, Toronto; Canadian Maple Products Co., Limited, 1 Endell Street, Long Acre, London, W.C., England.

1914 1915



There's Christmas Joy and Happiness to Every Canadian Grocer and a Year of Bountiful Prosperity During 1915

Furnivall-New, Limited
Hamilton, Ont.

SOME manufacturers in their eagerness to reach the consumer shoot over or under the retailer's head or try to shoot through him. The retailer is getting tired of being shot up. Work **with** him and **for** him and note the difference.

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1915



A Merry Christmas and a Happy New Year

is the sincere wish we extend to the Grocery Trade of Canada

Laporte, Martin Limitée

Wholesale Grocers
MONTREAL

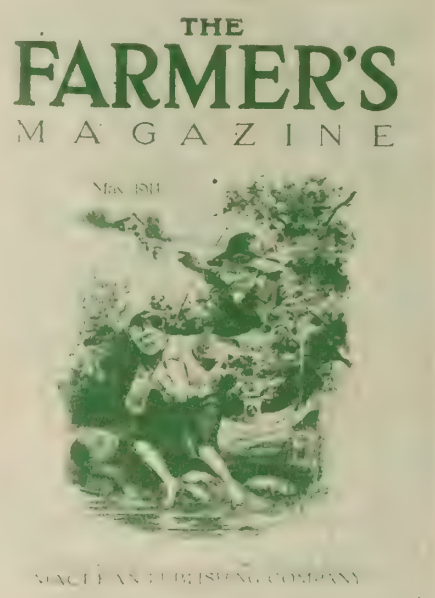
This Answers Your Gift Problem

Whether you are selecting a holiday gift or a birthday gift you aim to pick something appropriate and which will be appreciated. It is not easy to do so. Subscriptions to magazines always prove appropriate gifts. And besides, it saves you the worries of shopping.



Gift 1.
A year's subscription to MacLean's Magazine is a most suitable gift for any man, business or professional, for the mother, the son or daughter, or the whole family.

Gift 2.
A year's subscription for The Farmer's Magazine will prove a very appropriate gift for anyone connected with agriculture, from the woman with the little flower garden to the big farmer, or your parents or family on the old homestead.



No other gift will be more welcome than a year's subscription to either of the above magazines. The monthly arrival of the magazine will prove a pleasant reminder of the donor's thoughtfulness.

The MacLean Publishing Company, Limited

143-153 University Avenue TORONTO, ONTARIO

Fill in the enclosed form and mail it to us; a beautiful card in colors will be sent, along with first number announcing the donor of the gift.

The price of single subscriptions is $2 per year. Three subscriptions for $5.

Don't overlook mailing the form to us at once.

The MacLean Publishing Co., Ltd.,
143-153 University Ave.,
Toronto.

Please send a copy of the magazine stated to each of the following for one year commencing with the current Number, along with one of your special announcement cards. Herewith is ..... Dollars to pay for the same.

Full name of one to whom the subscription is to be given	Address.	Publication to be sent. MacLean's or Farmer's.

Name of Donor _____

Address _____

GOLD DUST



Four words tell the story of "GOLD DUST": it "SELLS, Satisfies, Keeps Selling" because of the combination of wide usefulness and extensive, persistent advertising. Just be sure to keep it where your customers can SEE it.

That's enough!

THE N.K. FAIRBANK COMPANY
LIMITED

Quality and Reputation behind both

"BRASSO" and "ZEBRA" are not ex eriments. By stocking them you are *not speculating* on the genuineness of their worth or the possibilities of public demand. Every tin of

ZEBRA & BRASSO

is the product of a House with a Reputation for Quality. There is *real* merit in their manufacture, and it's up to you to benefit in the large sales.

RECKITTS (OVER SEA), LTD., 122, Wellington St. West, Toronto



"Apples ma e the filling, but FIVE ROSES made the crust"



Good morning! Have you eaten your apple, Brother Grocer?

Everybody's doing it—it's patriotic—it's fashionable—it's businesslike.

This is YOUR opportunity. Now's the time for the apple pie trade, apple puddings, apple sauce cake, *"National Fruit"* dumplings. Apples and Flour, Apples and *FIVE ROSES!*

The choicest pages of the FIVE ROSES Cook Book give all the delightful details.

Sell FIVE ROSES flour, Brother Grocer. Don't let your customers spoil good apples with a poor pie crust made from poor flour.

FIVE ROSES FLOUR

Sir George E. Foster's "finest in the world" deserves a better fate—the finest crust to wrap its toothsome lusciousness.

More pies than ever before will be *swiped* if you sell FIVE ROSES—the kind that made mother famous.

More apples eaten where FIVE ROSES is sold.

Think of a million apple pies, cakes, dumplings — think of your responsibility, Brother Grocer! The filling is only half the pie—the FIVE ROSES crust is the thing, the dainty brown jacket that dresses the juicy pippins so becomingly! Sell apples. Be patriotic.

Sell FIVE ROSES. *Be WISE!*

LAKE OF THE WOODS MILLING CO., LIMITED
MONTREAL. DAILY CAPACITY 13,200 BBLS.

Sell a Barrel of Apples——Sell a Barrel of ROSES

FEATURING: METHODS OF ANOTHER CO-OPERATIVE CONCERN

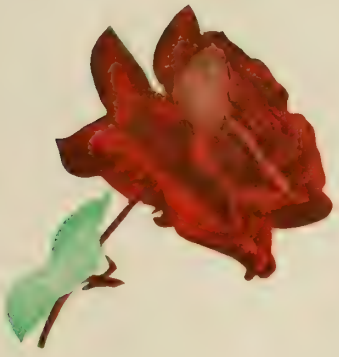
CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII PUBLICATION OFFICE: TORONTO, DECEMBER 25, 1914 No. 52

1915



Your success and ours in the coming year will be what we make it. Splendid opportunities lie within our grasp. Let us take advantage of them.

Let us go forward into the New Year resolved to strive for bigger things—to exercise prudence, courage and determination.

Another good resolution for 1915 would be to sell only quality goods, goods you are satisfied to use in your own home. We know your choice of tea will be Red Rose.

RED ROSE TEA

"is good tea"

T. H. Estabrooks Co., Limited

St. John Montreal Toronto Winnipeg Calgary



May we wish this Christmas that the arms of Britain and her allies will soon triumph and war be ended forever, so that we may soon be able to say, with all truthfulness and sincerity, Peace on Earth and Good-Will Towards Men.

We thank our many friends for their support in the past and trust that 1915 will be a year of prosperity.

The Nugget Polish Co. Limited

9, 11 and 13 Davenport Rd. **Toronto, Ont.**



Play "Safe" in 1915

It was no miracle of luck that the grocers who called the best profits for the past year invariably featured goods of highest quality. To them customers can only be held and satisfied with goods of unquestioned quality. Better make sure of bigger profits, better play safe in 1915 by featuring goods whose unvarying good quality keep customers coming back.

You could feature costlier, but not better or more profitable goods in their line than Griffin & Skelley's Dried Fruits, Cox's Gelatine, Thistle Brand Fish, Taylor's Peels, or any of the Tippet Lines.

A. P. Tippet & Co.
Agents -:- Montreal

ARCTIC

Fish Display Case

Price
$27 Net



Now is the time for Sea Herring—

During the winter months the catch is at its best on the Pacific Coast. Western merchants will find a big sale for these wholesome little fish when shown properly in this Arctic Fish Display Case. It is a handsome three section case—clean and sanitary—portable.
It pays for itself in a short time.
Mail your order to-day.

John Hillock & Co., Limited
TORONTO

AGENTS:—Western Ontario: J. H. Galloway & Co., Hamilton. Saskatchewan: Western Butchers' Supply Co., Regina, Sask. Montreal: W. S. Silcock, 33 St. Nicholas St.

AN EVERY-DAY SELLER

THE average housewife dusts every day. More and more housewives are using

IOCO
LIQUID GLOSS

to dust with.

A little on the dust cloth stops the dust from flying, and leaves a clean, polished surface.

Ioco Liquid Gloss is being extensively advertised in leading magazines throughout the Dominion. It's a staple product that it will pay you to carry on your shelves and display on your counter.

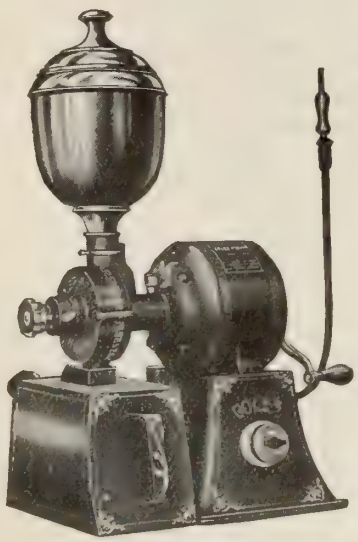
Put up in convenient sizes—half-pint, pint, quart, half-gallon and five-gallon lithographed tins; also in barrels and half-barrels. For prices write

THE IMPERIAL OIL COMPANY, LIMITED

Toronto	**Montreal**	**Winnipeg**	**Vancouver**
Ottawa	**Quebec**	**Calgary**	**Edmonton**
Halifax	**St. John**	**Regina**	**Saskatoon**

Don't Buy "An Electric Coffee Mill"

Buy a COLES GUARANTEED ELECTRIC MILL



There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St. **PHILA., PA.**

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

HERE ARE A FEW OF

McVitie & Price's
BISCUITS

established favourites from the Old Country, which every grocer should stock

DIGESTIVE.	"The Premier Biscuit of Britain." Finest wholemeal.
SCOTTISH ABERNETHY.	The Scottish favourite.
ACADEMY CREAMS.	Rich cream-filled shortbread biscuit.
CREAMY CHOCOLATE.	Chocolate biscuit filled with cream.
OSBORNE.	The standard Old Country biscuit, delightful flavour.
RICH TEA.	Popular Scottish tea biscuit.
SMALL PETIT BEURRE.	Fine butter flavour.
CORONATION.	Rich shortcake.
BUNTY CREAMS.	Butterfly shape, cream sandwich, almond flavour.
BUTTERETTE.	Light short-eating cracker.
ROYAL SCOT.	Ideal tea or coffee biscuit.

Recognized Official Agents in the following cities:—Halifax, Montreal, Toronto, Winnipeg, Calgary, Edmonton, Lethbridge, Vancouver and Victoria.

The Soul of the Fruit

in all its natural goodness and delicious flavors is all you get in

E.D.S. Jams and Jellies

with only the purest of cane sugar added to preserve the fresh fruit until required. The natural goodness of E.D.S. Jams and Jellies puts into your hands a sales-building power that means steady custom and continued good profits. Wouldn't it be well worth while to push E.D.S. Jams and Jellies to-day?

E. D. SMITH & SON
Limited
WINONA, ONT.

AGENTS:

Newton A. Hill	Toronto
W. H. Dunn	Montreal
Mason & Hickey	Winnipeg
R. B. Colwell	Halifax, N.S.
A. P. Armstrong	Sydney, N.S.





What's Safe for the Baby is Good Enough for All

When you recommend Borden's "Reindeer" or "Eagle" Brands for infants' feeding you have the assurance that three generations of eminent physicians are with you in pronouncing it the safest and most natural substitute for mother's milk. But what's safe for the baby is good enough for all. That's why Borden Milk Products have stood the severest tests for over fifty-seven years, and acknowledged the continent over as the "Leaders of Quality."

Push the Borden Line, not only for infant feeding, but also for year-round sales.

Borden Milk Co., Limited

"Leaders of Quality"
MONTREAL

Branch Office: No. 2 Arcade Building
Vancouver, B.C.



Peek Frean's Motto:

BISCUITS and BUSINESS AS USUAL



Send for new Price List and New Biscuits

AGENTS: BRITISH COLUMBIA—The W. H. Malkin Co., Ltd., Vancouver; ALBERTA, MANITOBA, SASKATCHEWAN—Ruttan, Alderson & Lound, Fort Garry Court, Winnipeg; ONTARIO—The Harry Horne Co., 309-311 King St. W., Toronto; OTTAWA AND EASTERN CANADA—Frank L. Benedict & Co., Read Building, Montreal.

PEEK FREAN & CO., Limited

London, England

The public has learned to like

CHASE & SANBORN'S

High-Grade Coffees

Therefore, it is up to you and us to see that their wants are supplied. That will mean satisfaction to three parties the customers, you, and ourselves.

Chase & Sanborn, - Montreal

HIGH-GRADE COFFEES

Corn on Cob for New Year's Dinner

One of our prominent retail friends advises that he has booked a large number of orders for **SIMCOE CORN ON COB,** by displaying on his counter a large candy jar filled with **SIMCOE CORN ON COB.** Nearly every customer, who came into the store was attracted to this jar and, after asking a number of questions, placed an order.

There is a good margin of profit awaiting the Retail Grocer who will take the trouble to call attention to **SIMCOE CORN ON COB** as a very desirable addition to the Holiday bill of fare.

If you cannot secure **SIMCOE CORN ON COB** from your Wholesalers, write us direct.

DOMINION CANNERS, LIMITED

Hamilton - Ontario



THE EVIDENCE of QUALITY

"ATORA" Beef Suet

In Blocks and Tins for Frying, Cooking, and all Purposes

For frying your fish use "ATORA" in Blocks. It will be a revelation to you how sweet and crisp your fish will be. It does not soak into the article fried, and does not repeat or cause heart-burn like the common and harmful cottonseed oil preparations.

ALSO ready SHREDDED in Cartons



No Chopping. No Waste
Ready to Mix with the Flour
Delicious for Puddings
Excellent for Pie-crust
Unexcelled for Mince Meat
Absolutely Pure and Wholesome

15 Prize Medals Awarded

"ATORA" Beef Suet has been a general household commodity in Great Britain and Ireland for over 20 years, and during that time has been supplied to the Royal (British) Navy, and all the Polar Expeditions. Its chief claims for popular favour are:—

(1) It contains no skins, moisture, or impurities.

(2) **You should use one-third to one-half less in weight** than you would of raw suet.

(3) It melts readily in Puddings or Mince Meat, and enriches the other ingredients thoroughly and uniformly, instead of remaining in small separate lumps, like the raw suet does.

(4) Our Suet is more digestible and wholesome, as it is sold thoroughly cooked, sterilized and refined before you put it into the Pudding or Mince Meat.

(5) During the cold season, you can buy it ready shredded, or if you buy the blocks it flakes easily with a knife. It dissolves thoroughly as soon as heat is applied. During hot weather it is sold in airtight tins, weighing 1-lb., 2-lb. or more.

(6) It makes the best flavored Pie Crust and Cakes.

(7) It is the best and most economical fat for frying, as it can be used **over and over again,** and remains sweet longer than any other fat or oil. (For frying use ATORA in blocks or in Tins.)

(8) It is rendered at the Manchester Works, from prime Fresh Beef Suet only; **no preservatives are used, and it is guaranteed absolutely pure.**



For Prices, Samples and all Particulars, ask Your Wholesaler, or

Rose & Laflamme, Ltd. ..... Montreal
Smith Brokerage Co., Ltd. ..... St. John, N.B.
J. W. Gorham & Co. ..... Halifax, N.S.
O. N. Mann ..... Sydney, N.S.
Mitchell & Whitehead ..... Quebec
The Lind Brokerage Co. ..... Toronto
C. G. Walker & Co. ..... Hamilton
Nicholson & Bain, Winnipeg, Regina, Edmonton, Calgary, Saskatoon and Vancouver.
A. W. Huband ..... Ottawa
C. E. Disher & Co. ..... Vancouver, B.C.
F. C. Nivin ..... Victoria, B.C.

MANUFACTURED BY

HUGON & CO., Limited, Manchester, England

"DICKESON'S TEA is the BEST Tea"



"In the Original Aluminum Packet"

DICKESON'S TEA

"The Beverage of the Old Country."

PHENOMENAL success! There is no other word for it. Ever since the day when this famous English-blended first entered Canada its popularity has been steadily growing all over the Dominion. Its splendid quality and flavor — its unrivalled purity and strength—have already made it the first favorite in thousands of homes. And last, but not least—the Canadian public have been quick to respond to Dickeson's patriotic attitude in refusing to advance the price, notwithstanding the war. Grocers everywhere are *enthusiastic* about it!

No War Prices! No Reduction in Quality!

Retail Selling Prices:—

GREEN LABEL		30c. per lb.
BLUE	"	35c. per lb.
RED	"	40c. per lb.
GOLD	"	50c. per lb.

Write to any of these Agents—
TORONTO, Frederick E. Robson Co.
HAMILTON, C. G. Walker & Co.
OTTAWA, H. N. Bate & Sons, Ltd.
WINDSOR, G. Clair Bliss, Detroit, Mich.
ST. JOHN, N.B., E. T. Sturdee.
QUEBEC, A. Francois Turcotte.
WINNIPEG, W. Lloyd Lock & Co.
AMHERST, N.S., Morrison's, Ltd.

RICHARD DICKESON & CO., Ltd. **London, Eng.** **(Established 1649)**



Once they try

Chocolate Turkish Delight any who enjoy delicious confections will return for more continually. There is such an irresistible attraction for Chocolate Turkish Delight that grocers are realizing excellent profits on this side line. Write to-day for particulars.

Oriental Produce Co., Montreal

BEST INCORRODIBLE

TEA LEAD

ALL SUBSTANCES AND SIZES

Grey & Marten, Limited

City Lead Works: Southwark Bridge, London, England

Telegraphic Address: Amalgam, Boroh, London; Code A.B.C., 5th Edition

AGENTS: TORONTO, C. H. Anderson, 50 Front Street East
HALIFAX, Curren, Hart & Co., 45 Bedford Row
ST. JOHN, N.B., S. Norman Sancton

WE take this opportunity to thank our friends for the patronage they have extended to us during the past 45 years.

It is our sincere desire that 1915 will be one of prosperity and happiness for you. It is our aim to give you even better service than that on which our present reputation has been built.

Henri Jonas & Co.
Established 1870
MONTREAL

Watch for the New Complete Price List of

Sterling BRAND

Lines

It comes out early in January, listing the whole of the "Sterling" Quality Lines, including the new Mustard Creams and Relishes. Virtually a complete guide to the best sales-producing pickles and relishes offered the Canadian trade. If your copy is delayed be sure to write and let us know.

T. A. Lytle Co., Limited

Sterling Road -:- TORONTO

SAVON PUR

GARANTI SANS FRAUDE

"SHELL" BRAND

("La Coquille")

Genuine Imported French Castile Soap.

The Standard of Purity

A Pure Oil Soap

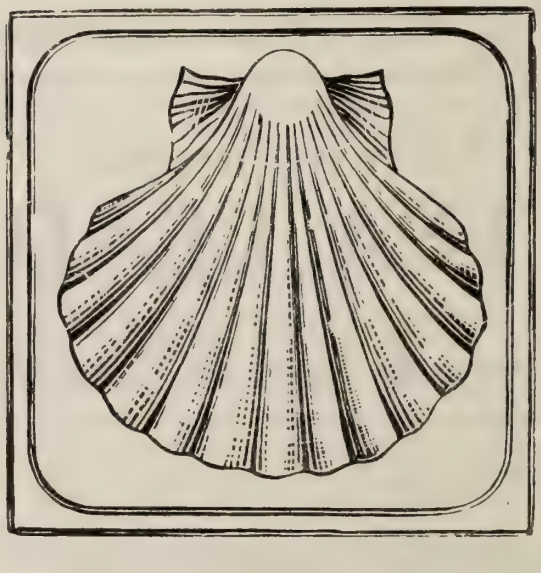
Has the largest sale of any Castile Soap in the Dominion. This Soap is especially manufactured by Messrs. Couret Freres, Marseilles, France, for Messrs. Estrine & Co.

For sale by all wholesale houses.

GENERAL AGENTS

P. L. MASON & CO.

TORONTO



During the War——Order

GIPSY

Stove Gloss

"as usual"

THE War will not diminish the use or reduce the sales of "GIPSY."

¶ "GIPSY" saves energy, makes no dust or dirt and there is full value in every tin.

¶ More "GIPSY" will be sold this winter because more people are using it.

¶ Sell "GIPSY" and you will have the satisfaction of knowing that you are keeping hundreds of British work-people employed.

Order from your Wholesaler.

HARGREAVES (CANADA,) LIMITED,
33. Front Street, E. TORONTO.
Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia & Yukon: Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.

"SOVEREIGN"

SALMON



FINEST BRITISH COLUMBIA SOCKEYE

QUALITY IS OUR FIRST CONSIDERATION

PACKED BY
THE ANGLO BRITISH COLUMBIA PACKING CO.
LIMITED
VANCOUVER, B.C.

Cleave's

CELEBRATED
DEVONSHIRE CREAM

Chocolate

A high-grade and up-to-date article, showing an excellent profit and giving increasing satisfaction.

THE CHOCOLATE THE PEOPLE WANT.

Also other new and attractive 5 cent lines.

AGENTS:
MONTREAL—F. Davy & Co., 6 St. Sacrament St.
TORONTO Mason's Ltd., 25 Melinda St.
WINNIPEG—Hamblin & Brereton, Ltd., 149 Notre Dame Ave. E.
VANCOUVER—Hamblin & Brereton, Ltd., 842 Cambie St.

JOHN CLEAVE & SON, LIMITED
CREDITON, DEVON, ENGLAND



Satisfied Customers—

are a valuable asset, that can be depended on in times of stress. As Wonderful Soap has for years given service greater than expected, grocers find it a profitable line to push. Feature it to-day.

Guelph Soap Co.
Guelph, Ont.



SYMINGTON'S

(Regd. Trade Mark.

COFFEE ESSENCE

The housewives back up Symington's—they buy it regularly. They enjoy its convenience, deliciousness and economy—a cup can be prepared in a moment by the simple addition of boiling water.
Symington's quickly enhance profits. You should handle this quality line. All wholesalers can supply you.

Agents: Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

THOMAS SYMINGTON & CO., Edinburgh and London

Cash In on the "Made-in-Canada" MOVEMENT

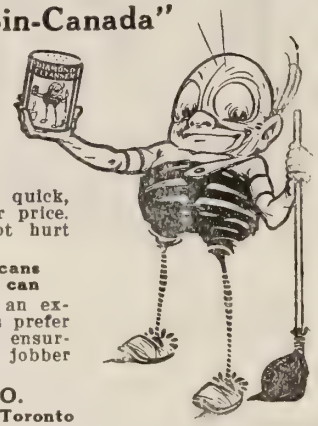
by handling one of the most popular and profitable cleaners on the market, made right here in Canada—

DIAMOND CLEANSER

Has never been equalled as a quick, economical cleaner at a popular price. Perfectly odorless and will not hurt the hands.

Costs $3 a case of forty-eight cans
Sells at 3 for 25c. or 10c a can

A single case thus affords you an excellent profit. But most grocers prefer it in five-case lots at $2.85, thus ensuring a still larger profit. Your jobber is ready to supply you.



STEPHENS, WELCH & CO.
7 Ossington Ave. Toronto

BLACK JACK

QUICK
CLEAN
HANDY



TRY IT

SOLD BY ALL JOBBERS

¼-lb. tins—
3 doz. in case

Start the New Year Right

by featuring now and throughout the year the biggest cigar value and quickest trade-winner ever offered the grocer—

7-20-4 CIGARS

Sherbrooke Cigar Co., Limited
Sherbrooke, Que.

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS Ltd.

Tel. Address: "Laminated," London. LIMEHOUSE
A.B.C. Codes used 4th & 5th Editions LONDON, E., Eng.

Canadian Agents: HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

In our Classified Columns on page 59, there is almost sure to be a proposition which will interest you.

You should use our Condensed Ad. page for making your wants known. Whether it be a partner, clerk or salesman required, or a buyer for your business, or if you have bought a cheese-cutter or a showcase, etc., and want to sell your old one, you will find Canadian Grocer's Classified page most productive of replies.

MADE IN CANADA

CLARK'S Peanut Butter

in ¼, ½, and 1 sizes, also in 24 lb. pails.



The 24 lb. pails are money-makers for you, Mr. Grocer.

Keep in your refrigerator and it will cut solid like dairy butter.

It contains the nourishing and appetizing qualities of dairy butter and preserves or meat and makes delicious sandwiches.

Guaranteed to contain the finest peanuts only and to be absolutely pure.

GET PRICES FROM YOUR JOBBER OR WRITE US.

W. CLARK, LIMITED, - MONTREAL

Tartan BRAND

THE SIGN OF PURITY

May you enjoy the Happiest of New Years, and may hopes, desires and ambitions be realized in 1915.

Balfour, Smye & Co., Wholesale and Manufacturing Grocers Hamilton

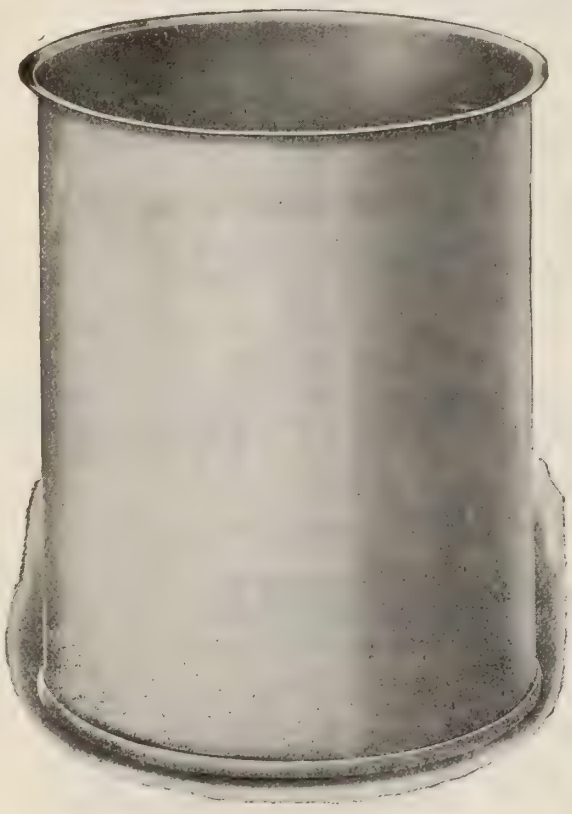
We Can Supplant German and Austrian Woodenware Specialties

if we know what you have been getting from this source in the past, and would be pleased to have suggestions from the wholesale and retail trade and to pay for samples they would submit of anything we could make here, in the hope of supplying a proper demand, of keeping our plant running in these unusual times, and especially to afford all the work possible to our employees during the coming winter.

All our standard products are stocked to render prompt shipment, and merchants are asked to provide a stock of "Cane's" wash-boards, pails and tubs against a sure demand that will be created this coming winter. More washings will be done at home for a time now than have been for some years. We are ready to supply you, are you ready to buy? Order from our wholesale.

THE WM. CANE & SONS CO., LIMITED

W. H. Escott Co., wholesale western representatives for Winnipeg, Regina, Calgary and Edmonton.
G. H. Gillespie, 392 Richmond St., London, Ont.
F. M. Baker, 27½ Front St. East, Toronto, Ont.
Wm. C. Christmas & Co., St. Nicholas Bldg., Montreal.
H. D. Marshall, 197 Sparks St., Ottawa,
W. S. Clawson & Co., South Wharf, St. John, N.B.
Pyke Bros., Halifax, N.S.
Oppenheimer Bros., Vancouver and Victoria, for British Columbia.



Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

We wish all our Friends
a Happy Christmas and a Prosperous New Year

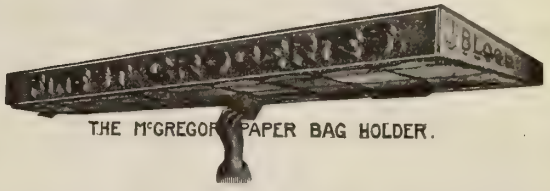
The St. Lawrence Sugar Refineries Limited
Montreal

Evaporated Apples

WE PACK CHOICE THREE-POUND PACKAGES FOR FINE FAMILY TRADE.

O. E. Robinson & Co.
Ingersoll, Ontario

A store convenience — costs little — gives big service



Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or
THE O. P. McGREGOR PAPER CO., LIMITED,
411 Spadina Ave., Toronto.

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions
Tea Lead—all gauges and sizes
Metal Bottle Capsules—any size, color or stamping
Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use — stating qualities — We will give you BEST QUALITY — BEST DELIVERY — BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road LONDON N., ENGLAND

Readers Of The Grocer, Let Us Know Your Wants

You have noticed our Letter Box service. Every week we hear from dealers who desire names and addresses of firms manufacturing some particular article.

This service may be beneficial to you. If you are in the market for any article you do not know where to get, our services will be cheerfully given.

The Canadian Grocer is in position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Grocer you are entitled to this service.

The Canadian Grocer

Montreal Toronto Winnipeg Vancouver

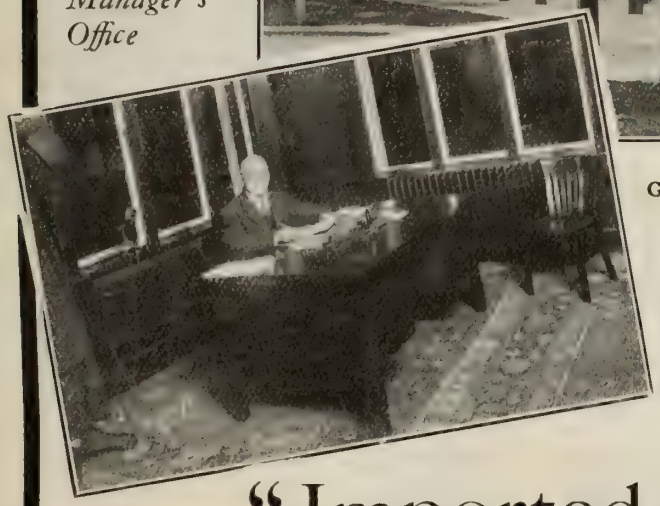
"THE HOUSE OF HOLBROOK"

Est'd in England 1870



Est'd in Canada 1905

Manager's Office



General Offices for Canada and U.S.A. TORONTO, CANADA

Sales Mgr.'s Office



"Imported Absolutely"!

The growth of our Canadian business has again forced us into larger premises. In order that we may be able to serve the trade more promptly, we have erected this new warehouse and general offices at 77 Florence Street, Toronto. We are now able to carry larger and more varied stocks, and have excellent shipping facilities.

In nine years the Holbrook Service has spread rapidly throughout the whole Dominion, until to-day we have several large warehouses to facilitate distribution, and have representatives in every city of any size in both United States and Canada.

The Holbrook Service extends itself to every retail and wholesale grocer in the Dominion of Canada, giving the consumer a high-grade imported Holbrook Worcestershire Sauce, pickles, malt vinegar, custard powders, etc., at original prices, unaffected by war conditions. The New Year is a good time to link up with the Holbrook Service. Why not send a trial order now?

HOLBROOKS LIMITED

TORONTO

MONTREAL WINNIPEG VANCOUVER



TORONTO SAMPLE ROOM



TORONTO SHIPPING ROOM

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Established 1859.

GEO. STANWAY & CO.
TORONTO

Agents for Pritchard Rice Milling Co., Houston, Texas, Rices. Alexander Molasses Co., Cincinnati, for best grade Molasses. Phoenix Packing Co., California dried fruits.

Two Good Agencies Wanted for CITY OF OTTAWA
(best of references)

Martin M. Walsh
Care Canadian Grocer

"We are large buyers of Sun-dried Apples. Ship all your good stock to us charging us whatever other dealers are offering, and we will send you our cheque promptly."

W. H. Millman & Sons
Grocery Brokers
TORONTO

The Harry Horne Co.
GROCERY BROKERS
Manufacturers' Agents and Importers
309-11 King W., Toronto, Can.

We can place your goods on the market successfully.

(*Correspond with us.*)

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents and Importers.
51-53 Wellington St. W., Toronto

HENRI DE LEEUW
28 Front Street E. TORONTO

I solicit Agencies of large Canadian Packers, Evaporators, Flour Mills, either for Canada or abroad. Submit me prices and samples. I have large foreign enquiries.

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

WESTERN PROVINCES.

GEORGE E. MEASAM
Wholesale Grocery Broker and Manufacturers' Agent.
Splendid warehouse space. Cold Storage in connection.
P. O. BOX 1721,
Edmonton - - - - - Alberta.

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
We solicit accounts of large and progressive manufacturers wanting live representatives.

W. H. Escott Co.,
LIMITED
Wholesale Grocery Brokers and Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

FRANK H. WILEY
Manufacturers' Agent
Groceries and Heavy Chemicals
Enquiries solicited for shipment from Spot stock Winnipeg or for Import.
757-759 Henry Avenue, Winnipeg

RUTTAN, ALDERSON & LOUND, Ltd.
COMMISSION BROKERS
Representing Canadian and British Houses
Agencies Solicited
WINNIPEG, - MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street, - Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.

QUEBEC.

W. J. McAULEY
Commission Broker
Flour, Feed, Grains, Potatoes.
We are open for a good agency in foodstuff line, calling on the retail trade.
312 Board of Trade Bldg., Montreal

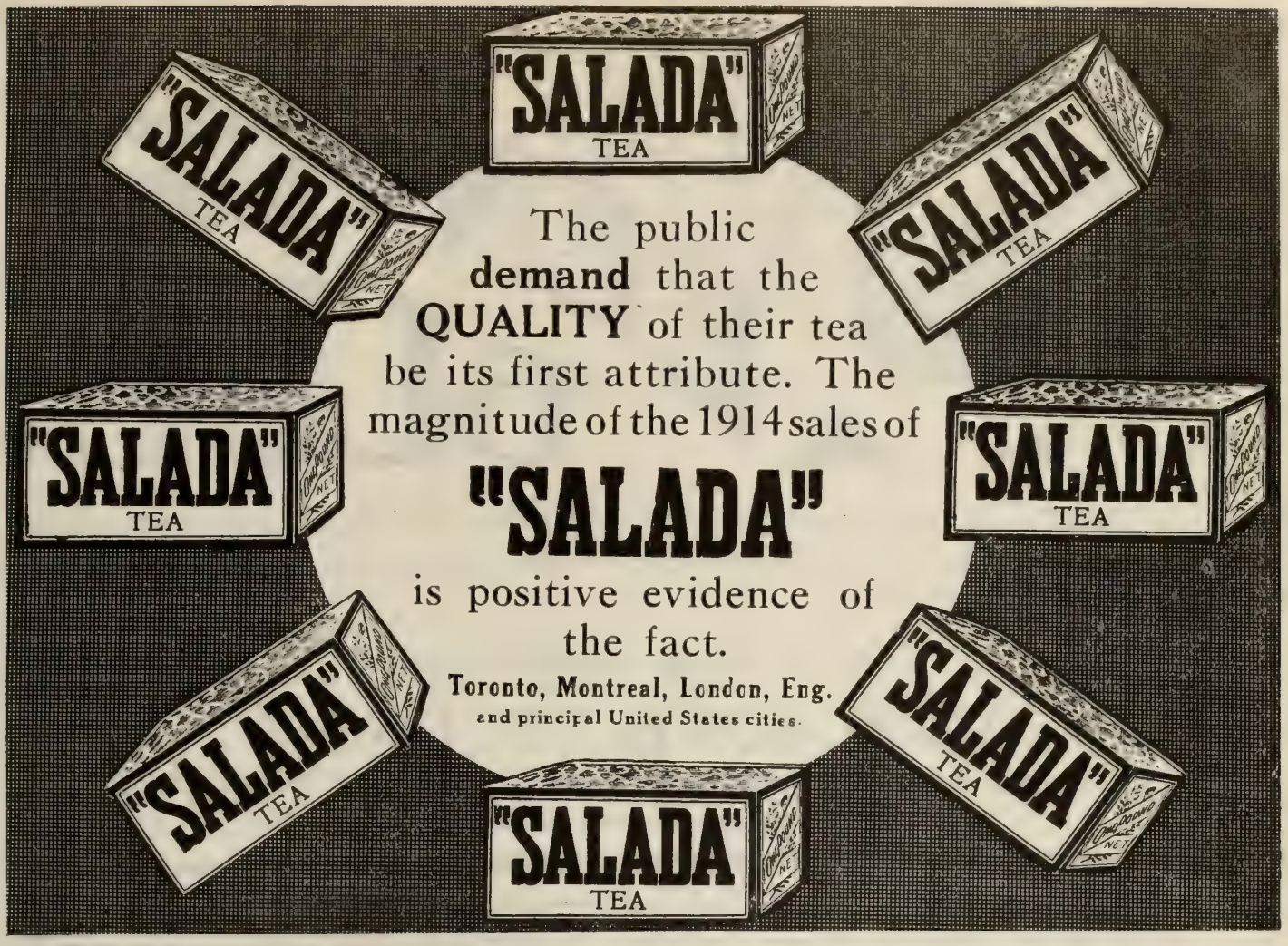
Grocery Advertising
By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE, $2.00.

ALL ORDERS PAYABLE IN ADVANCE

MacLean Publishing Co.
143-153 University Ave., Toronto





Quality Demands Quality

You spend money and thought in bringing your product to the highest standard of quality and keeping it there. You use only the best and purest ingredients, and search for a package that will be worthy of your product and show it to the best advantage.

But once they leave your factory are you sure they will remain the same high quality product you shipped? Remember the losses you have sustained in the past, the leakers, the spoiled packages and the loss of flavor and appearance through insecure seals.

Anchor Caps are positively air-tight; they will not come off in shipment, and under them your goods reach the consumer in the same condition in which they left your factory. Moreover, they give your product that quality look which is their due.

Make your New Year's resolution "Anchor Caps on all lines."

Catalogue and price list sent on application.

Anchor Cap & Closure Corporation of Canada

LIMITED

Sudbury St. West, Foot of Dovercourt Road, TORONTO, CANADA



Just as her parents and grandparents knew KEEN'S as the acknowledged favorite, so to-day's housewife feels your personal interest when you suggest KEEN'S—*The best* she can buy in washing blues.

Write your nearest wholesaler to-day.

MAGOR, SON & CO., Limited

403 St. Paul Street, MONTREAL **30 Church Street, TORONTO**

AGENTS FOR THE DOMINION OF CANADA

An old proverb—



well known to you, has something to say about syrup being slow in Wintertime.

But **there's nothing slow about syrup sales in Wintertime**—especially such well-known syrup as

CROWN BRAND CORN SYRUP

This is especially true just now, for Crown Brand Corn Syrup will appeal to your customers who are looking for a "big money's-worth."

—made in Canada

The Canada Starch Co., Limited

Manufacturers of the Famous Edwardsburg Brands

Montreal Cardinal Brantford Fort William

CANADIAN GROCER

VOL. XXVIII DECEMBER 25, 1914 No. 52

This Looks Like a Philanthropic Institution

But We Venture to Say it Isn't—Men Behind the Co-operative Union of Windsor, Ont., No Doubt After the Money That Can Be Made Out of It — Methods on Which the Business is Operated.

A CANADIAN Grocer reader has forwarded a bunch of the literature sent out by the Co-operative Union, of Windsor, Ont. He asks for our opinion on the "stuff." Not long ago we presented some of the methods of this concern, but this literature is so "illuminating" that we cannot refrain from a few comments.

On reading over the circulars issued by this concern, one is reminded of the similarity between their methods and those of an institution in Windsor of a year or so ago that went under the name of "The Consumers' Association," the heads of which were also connected with a firm known as The Dominion Grocery Company. In fact the resemblance is so great that one is almost forced to the conclusion that all have sprung from the same origin.

Why so many changes in name?

WHAT THE AGENTS GET.

The circular letter to prospective agents of The Co-operative Union contains some exceedingly interesting statements. After elaborating on the opportunities to be snatched from identification with this "wonderful" concern, and telling why it is goods can be sold so cheaply—membership fees of two dollars are secured from the members—it goes on to present the agents offer as follows:

"We are enclosing you two offers, you can accept the one you prefer, however most of our representatives accept the No. 1. In this Outfit we give you 25 yearly memberships for $10.00 (or 40 cents each) as these sell for $2.00 each your profit is $1.60 on each member you secure and you should have no trouble in securing from 2 to 5 members each day with a few hours' work, and after you have received a few members and they see the goods and the saving, they will tell others who will want to join with you and share in the great saving. We also furnish you free in this outfit a Mail Order Outfit. If you do not wish to canvass you can operate on the mail order plan by sending out the advertising matter that we furnish you to your friends, or you can place a few small advertisements in your county papers for a few cents showing a few prices, and when you get inquiries mail them a circular and you are almost certain to receive their membership fees by mail when they see the prices and benefits. We also furnish with this Outfit a sample case free so you can work around your own home. We will give you as much territory as you can handle successfully. We very often have instances where two persons work together, going from town to town, which makes your work pleasant as well as profitable. However, you can arrange your own plan.

"We have many women who are earning from $15 to $20 weekly as they can operate our plan as well as the men.

"We supply groceries, canned goods, smoked and salt meats, lard, fish, in fact there is nothing in the table supply line that we do not supply.

"You are to secure members wherever you can, restaurants, boarding houses, dealers, or private families, anyone can join us by paying the membership fee. No distance is too far for us to ship goods. Our Supply Houses are situated on the principal Railroads and Our Special Prepaid Offer to our members gives them every advantage and no long delays are necessary.

"Your duties are to secure members as you are not to sell goods, as all orders for goods must be sent to us direct by the members themselves. This gives you all of your time in securing new members. We are located within a stone's throw of one of the largest American cities of the United States where our buyers are constantly visiting their markets looking after the interests of our members.

"We will ask you to accept one of our liberal offers at once, if we do not hear from you we will write to someone else in your locality. If you cannot accept we will ask you to hand our offer to someone that you can recommend for the position."

SUGAR AT FOUR CENTS—WHAT!

While the catalogue of this firm has not reached

us there is an enclosure comparing certain prices of The Co-operative Union with those alleged to be charged by the legitimate retailer. For instance, 100 pounds of the best granulated sugar is offered to the "chosen" at 4 cents a pound, whereas grocers charge 8 cents. There is no date entered on the circular, but it must have been issued around the first of November when sugar reached the top notch. At first glance it would look as if the retailer could make a big saving by buying its "best granulated" in Windsor. To-day the price of this sugar in Montreal is $6.55 cents per hundred. Add to that the freight to your station and it comes so much higher, but apart from the freight there is represented a saving of $2.55 cents on every hundred. Think of it! On a hundred bags the saving is no less than $255.

Two and a half pound boxes of soda biscuits can be had for 15 cents. If soap is required you can get 8 bars for a quarter—almost any of the laundry varieties. A certain shoe polish that ordinarily retails at 10 cents is only five from this Co-operative Union. Breakfast cocoa which usually sells at 50 cents is marked down to 35; four cans of tomatoes or early June peas can be had for a quarter (no brands mentioned.) Other lines, such as 1-lb. Golden Dried tea, regular 50 cents for 35 cents; 5 lbs. best lump laundry starch 23 cents; 1 lb. dry, fresh ground mustard (double strength), 20 cents; 5 lbs. Japan rice (full heads) 25 cents, etc. It will be observed that a number of these lines are unbranded, so that the exact value is difficult to obtain. In fact this was a feature of the catalogue issued by the former Consumers' Association—in a great many instances there were no brands mentioned.

In the old catalogue, too, sugar could only be purchased at 4 cents per pound when bought with special assortments or when a certain value of goods was taken and then the quantity was restricted. In short there was a string attached to the sugar proposition. No doubt the same conditions exist in so far as the catalogue of the Co-operative Union is concerned. One is constrained to ask himself how any firm can lose $2.55 on each hundred of sugar and receive only 40 cents a year from each customer. If the loss is not made up by enormous profits on other goods how can such a firm exist?

They Tell the Hoary Tale.

Quite naturally the circular makes the aged attempt to show that the people are suffering from the high cost of living and that if they will only "Join This Club" the ills of life will disappear. "Join with us to-day—down with the Trusts" is an admonition passed out to the "long-suffering" public. "Save your hard-earned dollars" is another.

It is interesting to note in discussing this concern, that The Householders' Co-operative Stores of Toronto at first conducted their business by taking in "members" at so much per year, but the members had nothing to say in the operation of the company and did not share in the profits. When the matter was taken up with the Provincial Secretary's Department, the Stores were asked to change their system and now they are being operated on the joint stock basis.

Cheap Buy That Turned Out Wrong

Rolled Oats Bore Evidence of Vermin and Customers Lost Confidence in Their Grocer — Mistake to Sell Inferior Goods to Country Trade.

By James H. Douglas.

IN a village not a thousand miles from Lindsay—but not in that thriving town—a grocer announced that he had secured a quantity of rolled oats that he was able to dispose of at a price considerably less than the usual selling price. Almost at once there was a large increase in the sales, and grocer Brown had visions of a gratifying addition to his number of customers. He had merited the reputation for selling good goods at a fair price. This reputation, together with the attractive sale figures, brought a great many new buyers to sample not only his oatmeal but some of his other wares. Imagine his chagrin when a stream of customers began to invade his store announcing that the rolled oats bore unmistakable evidences of contact with mice and kindred vermin!

He had but one explanation, "The wholesale house made me the offer and I thought it was all right." To this explanation there was the almost universal impression, "Brown can't be a very careful buyer. He's on the outlook for snaps and of course he's bound to get bit."

Reputation Hard to Regain.

To this day Brown has not won back his old reputation for fair dealing. He has changed his wholesale house, but in the meantime a great many of his customers have changed their grocer.

Two morals may be deduced from this incident. The first is that customers are quick to detect and keen to resent groceries that are not up to the mark. The purchaser readily regards the low price at which he made his purchase as a negligible quantity when he picks filth out of what he is supposed to eat. Great departments of the food industries have come perilously near extinction through this cause alone. Any grocer who stops to think, or who will take pains to make the necessary inquiry will realize how true is this statement. The grocer will do well to remember that he is the party who comes next to the customer, and that he may receive the blows more properly due the wholesaler or the producer. At any rate, it will be his till that will suffer first. Hence the necessity of careful buying on his part, and the importance of his examining new goods before they are bought or of buying from reputable firms. Along with this goes the necessity of his keeping his bins and storehouse in a state of immaculate cleanliness. Customers appreciate scrupulous cleanliness on the part of tradesmen and are glad to advertise it.

Good Goods for Rural Trade.

The second moral has to do with the wholesaler. Surely the day has gone by in Canada when wholesale houses think it good business to unload their inferior goods on the rural trade. Particularly is this the case in connection with staple groceries. Goods that have deterioriated through mismanagement of some sort are altogether out of place on the shelves or in the bins of the country grocer. It cannot be repeated too often that the wholesale house that knows its business will not allow itself to place its country customers at the disposal of a salesman who will allow any but reliable goods to fall into the hands of rural dealers. Better far to miss a sale than to damage the trade of a whole district.

A HINDRANCE TO COOPERATION

The greatest obstacle to co-operation is personality," states a prominent association man. "If anyone feels 'I am holier than thou' he cannot see the light; he is not broad enough; he is not ripe for co-operation; so he will be a follower, but only when you have 'shown him.'"

Richard McPeak, general merchant, Uffington, Ont., has sold to Thomas Buckler.

A Visit to Chinese Grocery Stores in Montreal

Little There for the Canadian Grocer to Copy — Equipment Limited to Cash Register and Small Computing Scale — Announces Arrival of New Supplies From China on Paper Show Cards.

Written for Canadian Grocer by Staff Representative.

THE Chinaman has successfully invaded the businesses of laundryman and restaurateur, and in the former especially has to a great extent ousted the white man. Now and again one comes across a Chinese tailor, but in the grocery business, despite his ability to cater to the palate of the Canadian via the restaurant, he has not been much of a success. While our people will let him laundry their linen, and cook their meals, they do not allow him to handle their groceries.

Perhaps this is because the Chinaman has never attempted to invade this field, beyond catering to the requirements of his own countryman. In Vancouver, and other Western points, there may be found Chinamen in the grocery business, but farther east, his operations are narrowed down to depots for supplying starch and other laundry supplies, and tea.

To determine how Chinese grocery stores are conducted, a representative of Canadian Grocer visited several on Lagauchetiere Street West, Montreal, between Bleury Street and St. Lawrence Boulevard, which is the Chinatown of the Canadian metropolis. Orientals have invaded this district, hanging out their shingles, bearing large golden Chinese characters, appealing to their own people. The stores usually occupy corners, the intervening space being used for cafes, chop suey establishments, laundries, and boarding houses. The day of pig-tail has passed, but many Chinese cling to their curious dress. All day long they loll about in groups, and frequent the stores, where they sit around, puffing at their long, wooden pipes.

Both Wholesale and Retail.

Our representative visited one of the largest of the stores. On the window was the name of the proprietor, in addition the words "Wholesale and retail grocer." Like some of his white fellow tradesman, the Chinaman will not confine himself to the retail business if he can do a little jobbing.

Besides the white enamel letters on the window, the walls on the exterior are plastered with yellow papers. These are the Chinaman's newspaper ads., and from here, in Chinese handwriting, he calls attention to his wares within. He is the worst hand imaginable at display windows. One grocer limits his efforts in this direction to several juicy pieces of meat, a dried fish or two, two huge wooden pipes, several flat irons, and a gaudy Japanese picture, showing a vessel carrying tea. The last was out of place because these grocers only carry tea grown in their own country.

On opening the door, one is greeted with none too pleasant an odor, and loud, raucous talking. The place is full of Orientals, sitting in all kinds of postures, smoking tobacco or perhaps opium. It may be the latter, because in a few minutes all pipes have been laid away, and one by one the loafers have faded away out by a side door.

"What do you want?" asked the proprietor of the Grocer representative. It was plain he was an intruder, but he insisted on looking around the store, while what Chinamen had remained, looked on with curiosity.

A quick scrutiny of the equipment showed that the dust-proof bin fixtures have not yet invaded this territory. Where those exquisite creations with their smart glass parts are found in the ordinary store, in the Chinese establishment are to be found a series of small drawers, marked in Oriental characters.

"What are those for?" asked Canadian Grocer.

"Chinaman medicine," he replied, and with a grin admitted that he was an apothecary as well as a grocer.

The only Occidental touch to the place was a cash register, and in one store there was a small computing scale, which the Chinese grocer described as "a velly good ting."

Behind a rough counter were cupboards, with glass sliding doors. These contained an endless variety of goods, packed in paper bags, or in glass jars. There were small baskets of tea, direct from China, canned fruit, packed in their native land and labelled in Chinese characters.

Everything was higgledy-piggledy, with little to invite a white person to enter. Over all was this nauseous odor, probably of opium. On the counter was a frame of beads, used for making up accounts. There were no signs of account registers lying around.

(Con. on p. 32.)



An interior view of a Montreal Chinese grocery store. About the only modern thing to be seen here is the cash register. Note the bead frame for counting.

Prosperity of the Western Farmer Emphasized

Western Packer Points to the Prices on Grain, the Lesser Cost in Harvesting It and to the Good Prices Being Received for Other Products—Why Hogs Are Lower This Year —They Are Being Marketed Too Light, He Says.

From an interview with Patrick Burns, Calgary, Alta.

IN business circles, and on public platforms where the topic deals with the "Future of Canada;" in the credit departments of wholesale and manufacturing establishments, and in fact wheresoever two or three are gathered together and conversation turns to speculation on the outlook, who is the most-talked of man of the day?

Who occupies the spot-light in the business eve?

Why the WESTERN FARMER of course—let him be spelled in capitals.

Even the Kaiser has lost the centre of the stage to the wheat grower on the prairie.

So when a Canadian Grocer representative asked Patrick Burns, of Calgary, Alta., head of the packing plant of P. Burns & Co., there, how conditions were in the west and what the future had in store, he pointed to the prosperity of the Western Farmer and the position he occupies in the building up process of the vast section of the country lying beyond the Great Lakes. To him the West had a wonderful past and it would have a wonderful future because the basic principle underlying its opportunities was agriculture.

Mr. Burns was in Eastern Canada during the past week and in a conversation with Canadian Grocer at the King Edward Hotel, Toronto, told of western conditions in bright, optimistic tones and pictured it as a country of great future wealth.

"The West is all right," he said, and one could readily see that he had no doubts about the matter. "There would have been no cause whatever for worry if the people had stuck to the land intead of attempting to get rich over night in the cities on real estate. But the tide has turned and they are now back to the land. The oil speculation in Calgary created quite a flurry, but this is now subsiding, and things are rapidly working towards a normal basis.

Western Hog Situation.

"The farmers are to-day getting a dollar a bushel net for their wheat which means that you will see very few sheriffs around their doors, and if the war lasts beyond the seeding time in the spring I think you will see the price much higher. Even if hostilities were concluded before the spring, grain prices will be no lower next year. And then again the farmer is getting good prices for his cattle, his horses, butter and eggs. Probably the only thing in the west to-day that is at all low in price is the hog and even then the farmer can make money from hogs feeding them dollar wheat. I know that it pays to feed wheat at $1 a bushel when hogs are 6 cents and to-day they have around 6½. But the high price of wheat is attracting the attention of the farmer and he is marketing his hogs before they are in a proper condition.

"For instance," added Mr. Burns, "hogs are being marketed that dress only 60 pounds when they should be at least 140 or 150 pounds. These small hogs are no good for packing and they have to be used for local trade all of which tends to ease the present market.

Many Hogs Coming East

"Are there many western hogs coming east?" Mr. Burns was asked.

"For the past two or three years," he replied, "there have been no hogs going west from Eastern Canada and in the past year or more the trade has been the other way. To-day the west is selling to the east in fairly large quantities which indicates how the western agriculturist is going in for mixed farming. Seattle is, of course, our big market for surplus hogs, but still a great many come east, both live and dressed."

Readers will remember that the removal of the United States duty on farm animals greatly assisted trade with the country to the south—that is why Seattle becomes a Mecca for Western hogs, it is so handy.

Apart therefore from the hog market the tiller of the prairie soil is according to the Calgary packer the man of the hour. "The farmers are the boys," he remarked during the interview—"you've got to take off your hat to them."

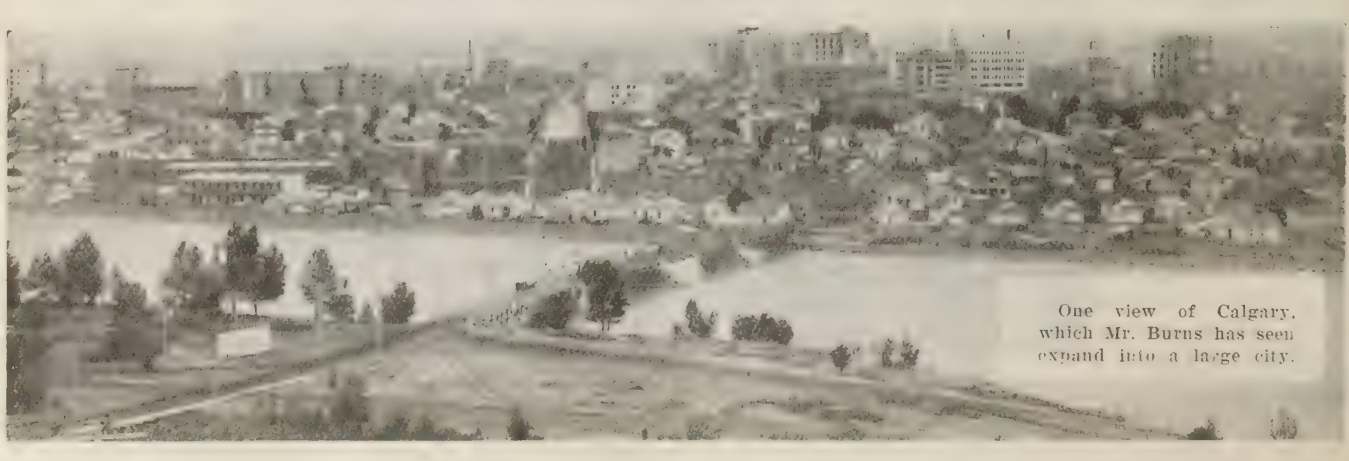
Cost Less to Harvest.

While the production did not come up to that of 1913, he pointed out that not only were prices in almost everything better, but that the straw being short the crops were removed with much less difficulty and cost making the net profits all the greater.

"The railways have, however, suffered this year on account of the decrease in the production of grain and with an extra line through the prairies, the business has been divided up. But that is only temporary as in a year or two when things regain their normal they all will have plenty to do."

Mr. Burns concluded with the optimistic statement: "The west is a great country and its going to be an immensely wealthy country and in my opinion the present is not a bad time to start out. As the saying is, 'You get your feet under' in times like these.

Patrick Burns is a native of old Ontario, having been raised at Kirkfield, in Victoria County. He went west thirty-six years ago.



One view of Calgary, which Mr. Burns has seen expand into a large city.

Getting Rid of the Exclusive Holiday Goods

Suggestions for Moving Lines That Will be Difficult to Sell After the New Year—One Dealer's Methods Last Year—An Advertising Suggestion.

AFTER December 31, exclusive holiday goods will be difficult to dispose of at a profit. In every store there will be a few odds and ends of lines of this character, and every effort ought immediately to be made to move them out.

"Last year," remarked a retailer to the writer, "I found after Christmas many lines of exclusive holiday goods that had not entirely been disposed of. I had a talk with the clerks on the best methods for selling them before it was too late, and we devised plans that worked out exceedingly well.

"In the first place, one of the boys took out the window of Christmas goods, which by that time were a little stale, and dressed it up with samples of the remnants left over. At the same time, another fitted up that fixture you see on the other end of the counter with the same goods."—(This fixture was one about four feet high, with steps tapering upwards in the shape of a pyramid.)—"It made a most attractive showing, as there were some very nice goods to be displayed, among them being plum puddings, nicely wrapped; a few small boxes of Malaga raisins, some choice Christmas confectionery in boxes and in pretty bottles, fancy biscuits in fancy tins, glass jars of shelled nuts, etc.



For the New Year's Celebrations

THOSE who are having friends for the New Year's dinner, or family reunions, will require the choicest of holiday lines. We have just gone over our stock after the Christmas rush and find a number of these left unsold. As we are desirous of moving them all out before the end of the year, we are offering you some special prices. Read over this list and let us know your requirements at once, as some lines are none too plentiful.

DRIED FRUITS—Twelve only, small boxes of Malaga raisins of fine quality, at ...c the box; choicest layer figs at ...c per pound; splendid cooking variety at ...c; only a few Sultana raisins left at ...c per pound; dates, in cartons, a tasty addition to the cake, ...c each.

PLUM PUDDINGS—About 8 or 10 left, in various sizes. These plum puddings are made by a reputable firm, and we have the guarantee that they contain nothing but the finest of fruits, suet, spices, flour, etc. They are, too, daintily packed and will keep for a long time in your cellar. Only ...c per lb.

FANCY BISCUITS IN FANCY TINS

and

DAINTY CONFECTIONERY

Now is the time to get some of these handsome tins. They contain delicious biscuits, and into the bargain, these tins can be used throughout the year in serving your guests. They are being cleared out at ...c, ...c, and ...c, which is quite a reduction on the prices prior to Christmas.

If you overlooked the children in the matter of holiday stockings and crackers, look over the assortment we have. There are also a few special boxes of candy, all of which has been reduced to clear the stocks.

MINCE MEAT—For the pie there is nothing you can use that gives less trouble than mincemeat. In cartons, tins and in bulk, at ...c, ...c and ...c per lb.

SHELLED WALNUTS—Before Christmas we received only a few. A new shipment has just arrived. Prices are lower, at ...c per lb. They are of a very fine quality.

ORDER EARLY—AS MANY OF THESE LINES ARE SHORT.

JOHN SMITH & CO.

(Address) (Phone)

Newspaper Advertising Suggestion for Moving out Exclusive Holiday Lines Before the New Year.

"I also figured out that an advertisement in the papers would help along the sales of this stock, and altogether we presented a strong front. We featured the holiday, New Year's Day, and pointed to the fact that as there would be many family reunions the choicest and best of Christmas goods would necessarily be required.

A few special prices were given to show that some sacrifice was being made, and it was remarkable the way the whole campaign produced results."

There you have one man's experience. How about a similar campaign yourself? Next week there is another holiday, and there are sure to be many reunions in every district. Where there are celebrations and reunions, the hosts don't mind spending a few dollars extra on something fancy, such as the goods mentioned by the dealer above quoted.

It should, too, be remembered that after Christmas many folks are inclined to hang on to their money, and they do not appear in the stores as regularly as before. About the only way to get this class interested is by means of a good strong advertisement in the papers. Give them reasons for coming out to do some shopping and the displays in the window and in the store will

(Continued on p. 32)

CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED

JOHN BAYNE MACLEAN, President.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

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Subscription: Canada, $2.00; United States, $2.50; Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

TORONTO, DECEMBER 25, 1914

New Features for Next Week

THE next issue of Canadian Grocer will be the first of the new year and with it will be inaugurated a new series of articles on an important retail subject—Card-writing. This series, we are confident in stating, will be one of the most valuable we have ever published. Card-writing is recognized to-day as one of the big selling aids in the retail store and more and more attention is being paid to it. It will be a "Show-Card Made Easy" series—one that any dealer or clerk will be able to follow readily who decides to make a study of it. The lessons are given by R. T. D. Edwards, one of the best card-writers in the Dominion.

In the same issue will be inaugurated a series of business articles on "Why Retailers Fail." These are written by a man who has a big source of information to draw from and they will give actual occurrences, quoting figures of failures. In presenting this series we do so with the hope that they will show the retailer who is not making the progress he should, considering the time given to the conducting of the business and the capital put into it.

These are a couple of the "good things" in store for the new year. In the first issue too, there will be an article on the subject of fire insurance which will be invaluable to anyone contemplating building in the spring. The information has been secured by Canadian Grocer from an expert fire insurance man and deals particularly with what regulations should be complied with in order to obtain a low rate of insurance.

A strong, aggressive policy has been mapped out for the coming year. Readers can confidently look forward to many improvements and we would urge every dealer to follow closely his trade newspaper.

The Last Opportunity

THE necessity of moving out the exclusive holiday goods before the end of the year cannot be too strongly urged at this time. In a special article on this subject on another page are given several methods for the conducting of a campaign along this line, and where there are Christmas lines remaining unsold after that day has gone by, every attention should be given to them.

Exclusive lines that remain on the shelves after the New Year is ushered in, are frequently sold at a dead loss. This should be avoided as much as possible, and about the only way to accomplish that is to get busy on them during the week between Christmas and New Year's. Festivities on New Year's day offer the opportunities and even if some little sacrifice has to be made in profits, advantage should be taken of them.

Last Call on the Contest

BEFORE the Christmas window has been taken out, get a picture of it and enter it in Canadian Grocer's Christmas window display contest. For some weeks past this contest has been advertised with our readers and everyone should now be familiar with the conditions. If not, look up last week's issue.

It should be remembered that window trimmers in the smaller towns and villages do not compete with those in the larger cities. There is a contest for each —the dividing line being places with 10,000 population. All that is necessary for contestants is to have the photographer take the picture which must be mailed before the first day of January, and accompanying which must be a description of the window. The prizes are $5, $3 and $2 respectively for each class, making $20 in all.

Canadian Grocer has one suggestion to urge—see that the photographer gives you a good picture and have him make it about 10 inches wide and about 7 inches deep. The reason for this is that reproductions can be made much better from a large print than a small one, and the appearance of the trim can be judged to much better advantage.

Let everybody come in on this contest. It is designed to help the trade in future in their Christmas window display work. Apart altogether from the prizes connected with the contest it is one that deserves the hearty support of dealers and their clerks in view of the advantages it presents to the trade as a whole.

Little Things That Count.

IT frequently requires little to switch customers one way or the other. Sometimes they really have no choice between two stores at which it is handy for them to deal, and some little point will often throw the balance in favor of one of the stores. It may be a good window display, a little better assortment, a cleaner store or a more obliging clerk or proprietor. They all have their value in this regard.

A customer had moved into a new neighborhood. She sallied forth to get some oysters for the evening meal. She went to the nearest grocery store. He did not have any, but expected them in the morning. "Could I send you some up in the morning?" he asked.

She then went to the other store and enquired. He likewise was out and expected them in the morning. "I am out just now," he announced, "but I will get them for you."

This the customer appreciated, and she has since dealt steadily with him.

Thus it is shown just what little things will often win over a customer to your side. It is well to keep this in mind.

True Economy

ALTHOUGH business men as a whole have accepted the situation with resolution amounting almost to cheerfulness, there are still a number who are pessimistic to the point of apnic. This is evidenced in penny wise pound foolish measures of economy.

Cases are known where merchants have stopped lighting up their windows in the evenings, thereby saving a few cents on the light bill and quite as certainly cutting many dollars off the total of future sales. Some have reduced their advertising appropriation—and their sales in almost equal proportion. Some—a very few, we are glad to say—have declined to spend a dollar or two a year for their trade paper; and their loss thereby is quite out of proportion to the saving effected.

The same applies all around, to business men of all degree. Pinchbeck economy has crept in, the inevitable concomitant of unreasoning pessimism. At times of stress and uncertainty there are always some men who think a saving in hand—no matter how insignificant—is better than two sure profits in prospect.

It is not intended to assert that economy is not the proper policy to pursue at the present juncture. This is a time when every item must be watched and every expenditure guarded. Lavishness or carelessness would be highly reprehensible when the ultimate triumph of a cause depends perhaps on the conservation of resources now. "Economy with efficiency" should be the slogan of business to-day. But economies which hamper legitimate development hurt efficiency.

South African Trade

THERE was a most instructive and interesting address delivered recently before the American Hardware Manufacturers' Convention by W. S. Kies, of the Foreign Trade Department of the National City Bank, New York City.

He said in part:—

"Anyone reading the numerous articles on the subject of trade expansion appearing in some of the current issues of newspapers and magazines, would be led to believe that South America to-day was a land of golden promise, an Eldorado of commercial opportunity, inviting the American business man to enter and take, without effort, rich trade spoils. Articles of this nature are not only misleading, but seriously detrimental to the ultimate successful development of South American trade.

The immediate occasion for the enlivened interest in the South American field is, of course, the regrettable situation in Europe, but even before the outbreak of the war the commercial eye of the nation had been focused on South America. The war perhaps has made possible an earlier attainment of results, but at the same time has brought with it responsibilities which make necessary the exercise of tact and judgment in the prosecution of our plans. If the opportunity is grasped with this thought in mind, the foundation can be laid for a permanent commerce between the Americas, which will be of lasting value and benefit to both countries. If, on the other hand, without study, without preparation, and without thought of building for the future, a hasty attempt is made to seize the market, which, owing to the misfortunes of others, may be temporarily open to us, actual harm will be done and future progress may be barred."

Mr. Kies in outlining the situation gave attention to the problems presented by the many peculiar conditions in South American field and pointed out that only by the most painstaking and careful effort would results, be obtained worthy of the labor and money expended. Mr. Kies also referred to the system of long credits in vogue in South America and which have proven a handicap in doing business. Mr. Kies said that the building up of a discount market will help to solve the problem of long credits.

Editorial Notes

HAVE YOU MADE out that list of New Year resolutions yet?

• • •

THE MAN WHO talks blue ruin to his customers should never have been a merchant.

• • •

THE RETAILERS big advertising medium is out of commission when the frost is on the window.

* * *

THE WINDOW display contest is open to every clerk and dealer in Canada and Newfoundland.

• • •

IF THE KAISER could only secure a corner on the hog market, he might be able to feed the soldiers on the "rine."

• • •

IT IS TO BE hoped that when the people ate their Christmas feast they remembered that the grocer was the founder of that feast.

• • •

BEFORE POINTING the finger of scorn at one's brother, one should be very sure that there is no yesterday's egg on his own whiskers.

• • •

EXCLUSIVE CHRISTMAS goods should not remain on the shelves after the last day of the year—there is one more week to move them out at a profit.

The Story of a Thousand-Bags-of-Sugar Purchase

What Head of One Grocery Establishment Accomplished in August Before the Market Went Sky-High—Called to the Grand Jury During the Christmas Rush—A Situation Not to be Envied.

Writen for Canadian Grocer by C. B. Walton.

HOW would you like to be sworn in on the grand jury for a two weeks session just as your Christmas business is beginnin g to hum? That would just about drive some men into liquidation as times are now. Oh! the horror of sitting in the stuffy court listening to harrowing details of a case of aggravated assault, all the time wondering whether Tom Pepper, the clerk, was overwhelmed in the Christmas rush, whether the new shelled walnuts had arrived, whether the cash was going into the till or into Tom's pocket, whether the windows were all steamed up so that nobody could see their splendid selection of Christmas fruits, etc. There could be no justice meted out under such conditions.

This is what happened to the manager of one of the largest grocery businesses in Canada. When I called, he was scratching his head and wondering how on earth he could worm out of this mess. Although he was in the middle of the ante-Christmas rush, he found time to discuss the matter, and in the course of half-an-hour's conversation, wandered off into things in general, some of which the retail dealer can afford to listen to.

Following the war, when the price of sugar began to jump and jump and jump, this store chagrined every grocer in town by selling sugar at a price lower than other retailers were paying for it. I examined the sugar and found it to be extra standard granulated. I made inquiries from the wholesale trade, and discovered the reason why this store was able to sell sugar "below cost" and still make a profit. While many would perhaps be inclined to take the extra profit due to the rise, yet the explanations of the grocer himself is interesting.

The Way the Wind was Blowing.

When the Archduke Ferdinand was shot by a Servian assassin, few people saw trouble brewing. As weeks passed, and Austria pressed for full compensation from the small Balkan state, the danger signs were more evident. But when Russia began to talk, and Germany told her to shut up, it was time to buy sugar. And the man who faced a two weeks' job at the assizes during Christmas, placed his order then and there for a thousand bags.

There were more rumblings in Europe, and by this time Great Britain had commenced to be heard from. That prompted the store directors to hold a meeting to which they invited every friend of the grand jury.

"Have you ordered a good supply of sugar?" they asked.

"A thousand bags," he replied.

"Better be on the safe side," they said.

"Then I'll make it two thousand bags," said the grocery manager.

Promptly he placed his order, and promptly the refineries turned it down. The time had come when Great Britain was beginning to look around for raw sugar to avert a famine in case war should break out, and prices in New York were beginning to go up, up. up. The time had arrived when refiners declared that patriotism compelled them to keep their prices down as long as their cheap raws lasted. It was the time when refiners remembered their old customers, and supplied none with more than they actually needed.

And it came to pass that my friend of the grand jury met considerable difficulty in securing a thousand bags of extra standard granulated at $4.50 a cwt. However, things were not yet so serious that wholesale grocers had begun to refuse business, and this astute manager hired a motor car, and as fast as the wheels would carry him, he raced from one house to another, buying two hundred bags here and two hundred there, until he was able to announce to his directors that he had 1,900 bags of sugar, which had cost him two dollars a cwt. less than the price being paid today. That is why he was able to sell sugar during those sugar rushes at a price which would almost make dead retailers turn in their coffins. Some competitor may have got him put on the grand jury for spite.

Remember, I am not endorsing his action in selling sugar under the regular market price. I have simply recorded what he told me.

Discussion on Economics.

"And how's business these days?" I asked him. "Are people buying things that will keep them alive rather than things that will keep them awake?"

There was quite an array of commission agents, wholesale travellers, and specialty men standing around by this time, and I noticed by his tone of voice that he was choosing the lesser evil—talking to me.

"Well, now," he said, "regarding that question you just put to me on the economic situation (I'll be here Monday Mr. Jones; call again), I must admit that the tendency is for people to go in more for staples, or, what they call at the ribbon counter, bread and butter goods. I never saw so many canned goods go out as I have in the last three weeks, both vegetables and fruits. The whole line is moving well. I think I can safely answer your question in the affirmative, (there's a man wants to sell me some soap), and this can plainly be seen in the business we do in potatoes. A carload does not begin to last us a week. You might add that business is going ahead in leaps and bounds, and shows signs of doubling."

As I came away the wholesalers, brokers, and commission agents gave expression to a united sigh of relief.

A LETTER FROM THE PRESIDENT.

Editor, Canadian Grocer,—I am pleased to inform you that at a fairly representative meeting of the Grocers' and Butchers' Association of Brantford, and the Executive of the Retail Merchants' Association, a motion was put through amalgamating those two associations. The union goes into effect at the first meeting in January next. The motion passed without opposition, and will greatly strengthen the influence of the merchants in this city. W. C. Miller and D. W. Clark, of Toronto, were present, and addressed the meeting, thereby adding considerably to the enthusiasm manifested by those present.

I may add right here that the head office in Toronto made no mistake when they secured the services of Mr. W. C. Miller as an organizer. He gets all he goes after, and Mr. Clark is always a welcome visitor in Brantford.

Before closing I would like to say that business is looking up and a feeling of optimism prevails here just now.

Wishing you the compliments of the season and extending the same to my friends in the trade,

WM. J. MELLEN,

Pres. Ontario Grocer Section, R.M.A.
Brantford, Ont., Dec. 21, 1914.

SAND AND SAWDUST FOR COCOA.

A Rotterdam despatch says that the police raided a building which they suspected was being used by men who are exporting cocoa to Germany. They discovered many barrels of sand and sawdust, with which the thrifty exporters were plentifully adulterating the cocoa.

Preserving Eggs by Lime Water

The Process Described in Answer to Request From Western Merchant Who Wants a Better Margin on Eggs—Object is to Supply Just Sufficient Quantity of Lime.

A SASKATCHEWAN retailer writes:

"Editor Canadian Grocer:—For some time I have not been making the profit out of produce (butter and eggs) that I should, and noting your willingness to help your subscribers in every way possible, as per page 62 of your issue of November 6th, I thought I would write you explaining my difficulties. I know why it is that I am not making what I should out of the above products, but I do no tknow the trade secret which will enable me to avoid it.

"Explaining it briefly, I have a splendid cellar under the store, but do not know how to make use of it in the way of curing and storing of eggs while they are cheap in the early summer for the fall and early winter trade; consequently I am forced to buy from the local wholesale produce houses at a price which, after eliminating breakages, leaves profit almost nil.

"It is to obtain the above knowledge that I am writing you, and which, if in your possession, would be glad to receive. I understand it is done by a liming process, but do not know the correct formulae. If you are not in possession of the above information I would be glad to receive information as to where I might obtain it."

• • •

Editorial Note.—The following is a quotation from "Poultry Keeping as an Industry for Farmers and Cottagers" on liming eggs:—"The eggs are placed in tubs or large vats as soon as possible after they are obtained from the producers. Some vats hold hundreds of dozens. A preparation of lime and water is made by mixing 20 gallons of water with 4 gallons of fine slaked lime, to which a gallon of salt is added. When the water appears to have taken into solution as much lime as it is capable of holding, which will be in six or seven days, it is poured over the eggs so as to completely cover them, and it is usual not to pack the eggs quite up to the top of the vat, so that there may be two or three inches of water above the top layer. It is, however, found necessary to add from time to time a little more lime, or by keeping a cloth of lime on top touching the water, so that, as the lime in solution is absorbed, or loses its effect, more can be taken up. Unless this is done the preservation will not be successful, for water alone will not be sufficient to keep eggs in a fresh state. The same end can be secured by throwing a handful of fine lime into the vat every few days, but it is a rougher method, which may lead to trouble if not very carefully done. The great object, therefore, in preserving eggs by this method is to supply enough lime for the preservation, and no more."

A GOOD SERVICE TALK.

The introduction of the second advertisement of the Associated Advertising Grocers of Toronto contains some splendid points. It tells of the advantages the public stands to gain by dealing with the local grocers and in this way it should do good service to every local dealer. This introduction reads as follows:

"The splendid response to our 'ad' in The Star of last Thursday convinces us that local householders need only to be told of the many advantages to be secured at the stores of the local grocers. The results have been exceedingly gratifying by an increased volume of business and scores of pleased customers. There is much to be said in favor of patronizing your local grocer. Just as it is a sound principle to buy 'MADE-IN-CANADA' products, so the idea can be carried into local practice by dealing as much as possible with the home grocer. This sentiment develops into practical, demonstrated loyalty when householders stand by the dealer in their own locality. It is well to remember that the local grocer is constantly contributing in a score of ways to the building up of domestic interests and the betterment of local conditions. All things being equal, he is well worthy of your patronage. His values are not inflated, then lowered for advertising purposes—his goods are not exaggerated by misleading descriptions, while "smart" practices have no place in his system of business. He wants to do business with you on the SQUARE, or NOT AT ALL, and the service he offers you is all that human capacity and progressiveness can give."

HOLLAND HERRING FISHERY.

The Holland herring fishery closed a month earlier than usual, with a total catch for the season of 489,000 barrels, compared with 766,000 barrels last year. This shows a shortage of 280,000 barrels.

Staff Gatherings

CEREAL MEN BANQUET.

The Prince George Hotel, Toronto, on Monday evening saw a happy gethering of the management and selling staff of the Canadian Cereal and Flour Mills, Limited, around the banquet table. The social function was one tendered by Wallace F. Baker, the Advertising Manager, to the management and the others of the selling staff. After partaking of a hearty dinner, addresses were given by those present. These included H. T. Jamieson, the manager of Canadian Cereal and Flour Mills, Ltd., F. Kennedy, the general sales manager, T. Tressam, the local sales manager, and others. These talks dealt with the financial situation, the progress of the sales campaign and the prospects for the future. H. C. Lowrey, Canadian Grocer, was among the guests of Mr. Baker, and gave a talk on selling campaigns. A most pleasant and profitable evening was the result.

HOLLAND BUYING OUR FOODSTUFFS.

The Holland Government is to-day buying large quantities of foodstuffs from Canada. An exporter points out that when the war broke out, more than one of the belligerent countries rushed their buying agents to Holland to get hold of all the foodstuffs possible. As these were paid for at good prices, Holland holders readily sold, and this greatly depleted stocks for home consumption. But now with a million Belgian refugees in the country, and with an army of 340,000 men practically mobilized, Holland wants more food. On August 16 the Government put a restriction on exports to any but neutral countries, and again on August 23 this was made to apply to all countries. She has, too, a population of 8,000,000. These facts readily show why Holland is purchasing so heavily in Canada.

CALENDARS FOR 1915.

The 1915 calendar of Spratts Patent, Limited, of London, England, is as usual nicely illustrated with colored pictures of dogs and birds. It is an unusual calendar, in as much as there is a new picture for each month of the year and all are in several colors. On the back of the various pages is information on the various lines manufactured by the firm.

TWO WORTH-WHILE CONTESTS

JUST before you take out that Christmas window on Monday next, call in the photographer. Since you have gone to the trouble of producing a display that is the best of the entire year, you should at least go to the small extra expense and trouble to preserve your work in a picture. Then, when you have got the photograph, enter it in Canadian Grocer's Christmas window contest. This competition has been before the Canadian retail trade for many years past, and we have been told by many that it is one of the finest features of the paper. It encourages clerks to take a greater interest in the art of display, and presents to retailers in all parts of the country what their confreres elsewhere are doing in this all-important department of retail selling. Canadian grocers have the reputation of producing the finest window displays of food-stuffs in the world, and this reputation has been largely secured through the publicity given in Canadian Grocer. We want this year again the best Christmas windows available. Let everybody come into the contest and make it, as we confidently expect it will be, the best collection of food displays that have ever been assembled. Please remember that the entries should be mailed not later than December 31. There should be descriptions accompanying them, and we would advise that the picture be printed on paper about 8 by 10 inches in dimensions. Give the photographer instructions to get the best possible photograph.

There is also a newspaper ad-writing contest. Clip the best Christmas ad. you ran prior to the holiday without multilating the edges, and mail it to the Editor, with a few of your experiences on the value of newspaper advertising.

The more the merrier — and the better the ultimate results. Twenty-five dollars altogether are given in prizes.

Cheaper Fish for Home Consumption in Manitoba

Arrangement Made With Selkirk, M.P., to Charge Only 1 Cent Advance in Winnipeg Above Carload Lots for Export—Ninety Per Cent. Whitefish Catch Goes to the U. S.

Winnipeg, Dec. 24.—All qualities of domestic fish will be cheaper in Winnipeg and other Manitoba points than in the past by several cents. The fish companies operating in this province have entered into an agreement to sell their products for home consumption at only 1 cent per pound advance over the price charged for car load lots exported to New York and Chicago. If the terms of this agreement can be enforced, and since the conditions are reciprocal, the agreement should easily be enforced, it should result in a largely increased consumption of fish in this province and a greatly reduced price.

George Bradbury, M.P. for Selkirk, is much elated over the deal, as he is sure it will solve the vexing problem which for years has arisen over the fact that our best fish have been exported to an alien market, and sold at wholesale prices f.o.b., much cheaper than the price paid by home consumers.

Chief Source of Supply.

The chief sources of the fish supply are the lakes in the Selkirk constituency, and the member has been objecting to the bulk of this supply being sold at Selkirk and Winnipeg in carload lots for export at from 7 to 8 cents a pound when the retail price of whitefish here has steadily been from 10 to 15 cents per pound.

Now it is different, and Mr. Bradbury is exhibiting a contract signed by the big fish companies offering to sell at retail, whitefish, goldeyes, pickerel and other varieties locally at but 1 cent per pound advance in view of the fact that all export prices are fixed on carload lots, yet in future the price of a single pound in Winnipeg or Selkirk will be but 1 cent advance over the export price of a whole car.

The retail price of whitefish until this came into effect to-day has been 11 cents in winter and about 15c in summer; goldeyes, four fish for 25 cents; pickerel, 12 to 13 cents. This has been reduced from one-half to two-thirds.

Much Goes to the U. S.

About 4,000,000 pounds of whitefish are produced annually in this province, and 90 per cent. of the catch is exported to the United States markets. The catch of other varieties is about one-half the volume of the whitefish, which is the best fish taken from these waters.

Under the legislation introduced at Ottawa, for the preservation of domestic fish, the size of the mesh used by the fish companies must be increased each year. For instance, this year the mesh is 5½ inches, and next year it would have to be increased by a quarter of an inch. Last year the catch fell off considerably, due, the companies claim, to the size of the mesh being too rapidly increased, rendering it difficult to secure the fish of proper size. In return for the increase in the mesh not being made as required by law next year, the companies agreed with the authorities to give domestic consumers the advantage enjoyed by those who export in carload lots, 1 cent, however, being added for the increased cost of handling by retail. Of course, to obtain these prices it will be necessary for proposed purchasers to call at the warehouses of the companies involved, and delivery will be more expensive.

It is thought this should largely increase the local consumption of fish; in fact, it is believed this fine food staple should be as common on the poor man's table as a delicacy for the rich.

Here is the Agreement.

Here is the agreement signed Dec. 12, and the local authorities are expected to see that its terms are lived up to by the different companies involved:

Selkirk, Man., Dec. 12, 1914.

We, the undersigned fish companies operating on Lake Winnipeg, do hereby agree with G. H. Bradbury to retail to the public at Selkirk, at the same price that we sell in carload lots for export, any of the fish taken from Lake Winnipeg.

We also agree to retail to the public at Winnipeg any of these fish, namely, whitefish, pickerel, jackfish, tulibee, and goldeye, for an advance of 1 cent per pound over what carload lots are sold for at Selkirk for export.

These fish are to be sold at any of our warehouses in Selkirk, and at the following warehouses in Winnipeg, namely, the W. J. Guest Fish Company, Alexander Avenue East, and the Winnipeg Fish Company, Sutherland Avenue.

WM. ROBINSON.
NORTHERN FISH CO., Ltd., per J. W. Simpson.
WINNIPEG FISH CO., Ltd., per T. J. Jones.

THAT TEA TAX.

Discussion continues active among tea men and wholesalers generally as to the probability of a tax on tea. It is argued by some that as tea is a necessity, it should not have a tax of several cents, because such action would hit the poor man, who at present has enough on his hands. On the other hand, it would be a wise move from the point of the public exchequer. Tea being such a widely used commodity provides opportunity for a really big tax revenue, which has to be got somewhere just now.

One dealer considers it a possibility that a tax on tea will reduce to a marked etxent the quantities used by the people. As soon as you tax an article, he argues, you persuade the public that that article is a luxury. When they have to pay more for luxuries, particularly in such a time as this, people are inclined to cut them out. And it would be difficult for people to find something to drink that would take the place with them of tea. This dealer thinks that a tax on tea would swing the wrong way, and decrease the quantities drunk, and, therefore, the businesses of the tea men.

GETS VALUE FROM HIS PAPER.

In speaking to one of our representatives recently, E. Bolton, of the Star Grocery, Brandon, Man., stated that frequently he has added new lines of goods through the advertisements in Canadian Grocer. He regards the paper as most valuable to his business and has often profited by its advice in buying in anticipation of a rise and in refraining from buying through its predictions of an easier market.

CAME TO CANADA FOR SALES MANAGER.

Canadian Grocer learns that one of the large United States food manufacturing concerns has come to Canada for its new general sales manager. This is the T. A. Snider Preserve Co., who have selected W. N. Wilson with the MacLaren Imperial Cheese Co., Toronto. Mr. Wilson has been with the latter concern for the past seven years, the first two as a representative and the last five as Canadian manager. It certainly speaks well for Canadian salesmen when such a firm as the T. A. Snider Preserve Co. select a sales-manager from this country. Mr. Wilson will be located at the head office in Chicago and assumes his new duties at the end of the year.

Letters to the Editor

To the Editor Canadian Grocer,—

On page 28 of your issue of Dec. 18 in an article headed "The New Maple Regulations," you make some statements to which I think some exception may be taken. I believe your article would leave the impression on readers that it is contrary to law after Jan. 1st, 1915, to offer for sale any maple compound syrup. Now in reading over the new regulations I got the impression that any compound syrup may be offered for sale providing the word "Maple" does not appear on the package. Therefore I take the ground that dealers would not require to dispose of their stock of compound maple syrup prior to Jan. 1st, 1915, but that they would only be required to see to it that the word "Maple" is removed from the label of all such syrup in stock.

This being done I maintain that dealers will be at perfect liberty and within the law to sell all such syrup, providing the word "Maple" does not appear on the package.

I write this letter believing that your article would create a false impression on the minds of dealers who may have stocks of compound Maple Syrup, and I know if I am wrong Canadian Grocer will make the matter clear to me.

F. W. BATES.

Peterborough, Ont.

EDITORIAL NOTE.—Mr. Bates is correct in his surmises, so far as Canadian Grocer's interpretation of the new regulations is concerned. It was not our intention to give the impression that the syrup could not be sold at all after the first of the year, but rather that if it was not absolutely pure, the word "Maple" could not appear on the label nor could the syrup be sold as even a maple compound or mixture. The first sentence in the editorial in question would perhaps be misleading but the second sentence made the matter clearer.

If therefore maple compound syrup is sold after the first of January the word "Maple" must be erased in some way from the label or the label removed entirely.

Of course it is understood that no more compound syrup will be allowed to be manufactured as maple syrup, as it must be absolutely pure within the meaning of the Food Standards on maple syrup.

GERMANY AND SUGAR

Once more there is an interesting factor in the sugar situation. The future market hangs now—so 'tis said—upon the decision of the German Government with regard to the sowing of beet seed next year. It is argued that the government will enforce their wish. There is no doubt that under existing conditions and because of the war, the German people are short on general supplies such as barley and oats and grains. It is regarded as probable that there will be a government edict to the effect that therefore all sowing energies must be bent grainwards next year, to the extent of little or no labor along other planting lines.

Germany has enough sugar to last her for a year. She is not now allowing any exports at all, but is conserving her supplies all she can. By so doing she should have enough to get through without any fresh sowing of beet seed. It is more important that the people should have grains than sugar, and the decision in March, it is said will be to the effect that no beet is to be sown.

Grocers' Letter Box

Editor Canadian Grocer.—In your issue of Dec. 18, I see you say it is illegal to hold guesing contests unless they are free to everybody. Now a competitor of mine is offering a 40 piece china tea set free to someone who gets the lucky ticket. But to get a chance for this set of china you have to purchase a dollar's worth of groceries, and you receive one guess for every dollars worth bought. Does that come within the law?

"WESTERN READER."

Editorial Note.—This too, is illegal, because the ticket or coupon given to purchasers is not redeemable at any time but at some future date. This comes under the Trading Stamp Act passed by the Dominion government in 1905.

• • •

Editor Canadian Grocer.—Kindly advise me if you can furnish me with the address of a firm publishing a book telling of the proper way to cut up meats such as beef, pork, etc.

W. E. G.

Centreville, N.B.

Editorial Note.—A book on this subject has been published for the University of Illinois, Urbana, Ill. By writing the Agricultural Experiment Station, care of this University, the book will be sent on request.

GETTING RID OF THE EXCLUSIVE HOLIDAY GOODS.

(Continued from page 25.)

add to their purchases if these displays are well executed.

In the old days the merchant used to insert an advertisement that read something like this: "Sugar, Tea, Coffee, Dried Fruits and other Groceries—John Smith." Whether such an ad. ever got business in the past is not known, but it is certain it would get little in the present. What the people want to-day is information about the goods and about the service you are prepared to give. Everyone knows that a grocer stocks tea, sugar, coffee, etc., but they all do not know that you take pains in buying, handling and selling these goods. Tell them about it in the white space—and results must accrue.

A VISIT TO CHINESE GROCERY STORES IN MONTREAL.

(Continued from page 23.)

Using The Display Card.

There was one interesting feature: in front of the proprietor's desk hung a large piece of cardboard, to which were attached pieces of red paper announcing the arrival of new goods from China. Perhaps the Canadian grocer can copy him in this.

Generally speaking, most of the goods are of Chinese manufacture, the grocer claiming that he can buy much cheaper in his native land. In the case of soap, starch, and other laundry supplies, he usually buys in this country.

The Chinaman is a most suspicious character. These grocers could not imagine why our representative was so inquisitive, and eventually they refused to discuss matters further. When he asked, intending to change the conversation a little, what had become of Sun Yat Sen, they all gave a start, and one of the loafers reaching out for a cup of tea, gave a wink in the direction of the grocer, as much as to say this was dangerous ground. So there the interview ended.

The National Canners' Association of the United States will hold their annual convention next year beginning the second Tuesday in February at the Hotel Astor, New York.

SUBSCRIBER FOR 28 YEARS.

The MacLean Pub. Co., Ltd.,

Dear Sirs,—Please find enclosed cheque in payment of Canadian Grocer and MacLean's Magazine to October, 1915.

I have taken Canadian Grocer for the last twenty-eight years, and like it better all the time. I have also been a subscriber for the MacLean Magazine since the first publication, and would not like to be without it.

Yours truly,

T. A. FISHER,

Lindsay, Dec. 2nd, 1914.

Getting the Co-operation of the Retailer

Important Part the Dealer Plays in the Making or Marring of an Advertising Campaign —Trade Press Worthy of Much More Attention.

Reprinted from "Economic Advertising."

The theme expressed in an article which appeared recently in Canadian Grocer on "Ignoring the Retail Dealer" has been taken up by Economic Advertising, the official organ of the Toronto Ad. Club, and which is published by Norris-Patterson, Limited, one of the leading advertising agencies. In an article in the last issue, which is reprinted herewith, Economic Advertising goes into the subject thoroughly, pointing out the desirability and necessity—if the maximum benefit is to be derived from an advertising campaign—of getting the interest and co-operation of the retailer.

A CONDITION of affairs seems to exist, which, though perhaps over-emphasized in some quarters, yet it undoubtedly imposes a real handicap on an important section of publishers.

We refer to the policy of many advertisers and not a few agencies of either ignoring or undervaluing the big trade papers.

Far from wishing to suggest that such action is due to any wilful neglect on the part of Canadian advertisers or agencies, we suggest that it is due to lack of appreciation of the fact that, in the merchandising of any line of goods, co-operation with the retailer is a most important, nay, ever an essential factor.

The trade press holds a unique position in the modern publishing business. It is the strong connecting link between manufacturer, jobber and retailer—it is the salesman's introduction that creates good-will in advance, and with the vast improvements in editorial matter and general make-up of recent years is coming into its own.

Two instances of recent date will reveal the manner in which the logical channel through which to gain the retailers' co-operation—the Trade Press—has been overlooked.

In the campaign to advertise Canadian apples for the Canadian consumption what occurred? The total appropriation was spent in the daily press, and although we are fully agreed that in a campaign of this description, newspaper publicity is not only profitable but even indispensable, yet no effort at all was made to acquaint the retailer with the entirely new conditions that had arisen.

True there has been an abundance of apples this fall, but nothing like the minimum prices quoted have been obtainable for apples of the best quality. The consequence has been that the consumer, unable to buy prime fruit at the cost of seconds, has jumped to the conclusion that the retailer was the "villain in the piece" and that he was responsible for the high cost of living.

The Government had created the demand, and it was hard to persuade the consumer that he was not being robbed when he found he could not obtain the goods at the prices he was led by the advertising to believe were ruling.

Then, again, the campaign of the Canadian manufacturers to exploit the "Made in Canada" idea has not produced the results anticipated because the retailer, and the most effective media to reach him, have both been ignored.

One of our biggest corporations, the National Drug and Chemical Company, feel very strongly on this subject, and state they would be prepared to subscribe heavily to a further "Made in Canada" campaign, provided the retail trade is not overlooked.

As they put it pointedly, "Unless the manufacturers are successful in interesting the retail dealers and getting them to co-operate in the important movement of developing the sale of 'Made-in-Canada' goods, the money now being expended in the public press will, while creating some slight attention, be ultimately lost. To bring the present movement to a successful issue will require not only enthusiastic but continuous hard work on the part of each manufacturer with the retail dealer."

Of recent years there has been no greater expansion or extension of usefulness in any section of the publishing business than in the trade press, and its value as a connecting link and sign post to better business methods is undeniable.

The accusation has been levelled that some advertising agencies not only fail to use the trade papers, because they get no commission from them, but even go so far as to discredit them. Our experience does not fall in line with such statements, but rather, we think, if the trade press is being neglected and not given its rightful place in a merchandising campaign, it is because the agencies have not the organization, and do not feel themselves competent to advise the inclusion of this form of publicity.

We feel these advertising media are worthy of much more attention alike by advertisers and agencies, and when the importance of the trade press is better realized, its use will only serve to enhance the value of other forms of publicity.

The Clerks' Page

MACARONI, AND HOW MADE.

A reader asks what Macaroni is made of and what process it goes through in the manufacture. In answering these questions, we are taking the opportunity of presenting other information on this highly nutritious article.

Macaroni is considered by the general public as a typical and peculiarly Italian food, and Italy is probably entitled to the credit for her early appreciation of its virtues and her fidelity to it after adoption, but history credits its invention to the Chinese. History also informs us that by the time the fourteenth century had rolled around, Italy was the only European nation enjoying macaroni and that she held for a full hundred years the secret of the method of its manufacture. Later, some enterprising Frenchman introduced it into France and with great success, for it is on record that King Louis XII ordered a dish of it from an inn-keeper at Tours, who had made a great reputation for its preparation.

The above is briefly the European idea of the history of macaroni, but it is disputed by the Japanese, who claim priority in its use for hundreds of years. The Japanese delight especially in a very fine kind of vermicelli, cut in lengths of six to ten inches and tied in bundles. This variety is also peculiar in that it is flexible.

The essential point in the manufacture of macaroni is that the meal or "semola" be from hard, very glutinous wheat, the kind known as "macaroni or goose wheat" in this country. In Europe the best imported macaroni is claimed to be made from the blending of various grades of semola obtained from Taganrog wheat—a very hard Russian variety, both imported from Russia and raised from Russian seed in southern Italy and France.

By the original European method, the wheat is first steeped in water, then dried by heat, ground and sifted—both the husks and a considerable percentage of starch flour are thus separated, leaving a coarse meal, high in gluten and corresponding closely to wheat "middlings" marketed often as wheat "farina" for consumption as a "cereal."

In general modern manufacture, coarsely ground flour is moistened with the smallest possible quantity of boiling water, and thoroughly mixed by machinery, until smooth and "tough," and then kneaded in a special machine kneader known as a "gramola." The completed dough goes into the cylinders of the press, where tremendous pressure is brought to bear on it by means of revolving screws, and it is slowly passed out at the bottom of the cylinder through the small holes of the "trafilt," as the perforated plate is called.

The form of the trafila fixes the character of the product—for "macaroni" and similar varieties there is in each hole a steel pin which gives the "pipes" their well-known hollow or tubular form. With smaller holes, without pins, the trafila produces "spaghetti" and similar solid types. For flat, noodle-like or "ribbon" varieties a flat opening takes the place of the round holes.

The short kinds are cut off by automatic rotary knives as the paste comes out of the trafila. The long varieties are cut off at the proper lengths by hand.

Next comes the drying. The long solid pastes are looped over canes, the others are generally spread on frames. When sufficiently dry, they are carefully inspected, sorted, weighed and packed. When outdoor exposure is not possible, a special drying room is used, the frames or canes being placed on tiers.

The proportion of profit in paste manufacture depends, many say, to a considerable extent on the care in drying—the vigilance exercised in ensuring an unvarying temperature of the proper degree. If the air is allowed to become too moist, the entire batch may be ruined by mildew or souring; if too hot, it may spoil by over-rapid drying and consequent cracking or damage to its texture, and if the room is draughty, loss by cracking again is the result.

The average person has no idea of the number of forms, a hundred or more, in which the paste is made by manufacturers. They range from lasagnes, short, flat pieces from one to two inches wide, cut out, and sometimes moulded by hand, to fidellini, long thin threads, the finest of which are many times smaller than vermicelli, which is the smallest type generally known here—and, in between, a great variety of forms and sizes—tubular, solid-round and flat, long and short, stars, dots, crescents, little animal shapes, etc., the last-named variety being cut from thin sheets of the dough.

Macaroni should be kept in a dry, cool place. Under proper conditions, it will remain good for a long time, but it is not generally advisable to risk deterioration by laying in a large stock. In cooking, care should be taken to put it into boiling and salted water. Cold water will spoil the best macaroni. The water must be kept fully boiling for from twenty to thirty minutes until the macaroni is tender. When done, drain well and season or dress to suit individual tastes. The idea is to have every tube thoroughly tender, but each tube whole, separate and without pastiness. Macaroni, spaghetti, etc., are added to many soups.

HOLLY AND MISTLETOE.

Holly which is now so much associated with Christmas decorations, was, even before the days of Christianity, found adorning pagan homes, since the great feast in honor of Saturn fell in the winter seasons, and the neighbors were wont to exchange great bunches of holly in token of goodwill, thus antedating in their religious worship and kindly greeting something at least of the spirit of the glorious song of the angels at the birth of the Messiah. "In England one rarely finds holly trees of any great size, though at Claremont, in Surrey, is one that stands eighty feet high, and in the New Forest may be seen several with a girth of eight or nine feet. The timber becomes valuable when the tree is of any considerable size, and so the trees are felled."

Even more interesting than the holly is the mistletoe, which, until quite recently, enjoyed a big reputation for its medicinal properties, especially as a specific for epilepsy. As a parasite it possesses many curious peculiarities, amongst others the fact that it is the only plant whose roots refuse to shoot in the ground; this and its traditional superstitutions handed down from the days of the Druids, add a great deal to its charm.

Current News

Quebec and Maritime Provinces.

H. D. Godard, representing Fretz, Ltd., and other Ontario companies, was burned out in a fire at 207 St. James street, Montreal, last week.

John B. Orr, of The Cleveland Trading Co., St. John's, Newfoundland, has been in Montreal for a few days calling on some of the principal manufacturers regarding Newfoundland business. Mr. Orr is one of the men who knows the ancient colony from A to Z, and he states that notwithstanding war conditions business has been quite satisfactory.

Her Royal Highness the Duchess of Connaught has sent a Christmas gift of a box of maple sugar to every officer and man of the Canadian expeditionary forces at Salisbury and at Bermuda, and also to the men on the ships of the Royal Canadian Navy on the Atlantic and Pacific oceans. Arrangements have been made for the boxes to be distributed to the officers and men on Christmas Eve or on the morning of Christmas Day. With each box her Royal Highness has enclosed a card wishing the recipient good luck and best wishes for Christmas and for the coming year. The total number of boxes given by her Royal Highness is over 30,000.

Damage estimated at $200.000 was caused by a destructive fire which broke out in the Fraser-Nordheimer Building, on St. James street, Montreal, last week. Fraser, Viger & Co., grocers, who occupied one side of the lower floor of the Fraser-Nordheimer building, suffered the heaviest damage, their stock worth $50,000, being practically ruined. The building, the property of Alexander Fraser, was damaged to the extent of about $75,000. The total loss in the building, with the damage to Alexander's confectionery establishment, Robinson's clothing store, and the Merchants Bank, will bring the total damage to about $200,000, most of which is covered by insurance.

Ontario .

E. J. Armson ,grocer, Barrie, Ont., has sold to J. S. Vair.

Laing & Holder, grocers, Toronto, have sold to John Rice.

Harry Thompson has opened a grocery store at 294 Princess Street, Kingston, Ont.

The Commercial Travelers' Mutual Benefit Society held their annual meeting for the nomination of officers and directors for 1915 in Toronto last Saturday evening. All the old board was re-elected by acclamation, Joseph Oliver again being president. The general meeting will be held on January 30. Robert Maxwell is vice-president and H. Goodwin, treasurer.

H. H. Rennie, of London, Ont., was elected president of the Ontario Commercial Travelers' Association at that body's thirty-eighth annual meeting. The new vice-presidents are C. W. McGuire, of London; J. H. Grant, London, and John Lennox, of Hamilton. J. H. Hiscocks, of London, was re-elected secretary. It was decided to carry on the association's books all members who have gone or may go to the war, and to extend full mortuary benefits to the dependents of any who may fall.

Western Canada.

Wm. Heiman, grocer, Morden, Man., has sold to A .M. Tobias.

J. A. Bucknell has resigned the position of secretary of the Retail Merchants' Association of Alberta. His successor is W. H. Andrews.

E. A. Hall, general merchant, Estlin, Sask., is succeeded by Thos. H. Cooper.

B. McCormick, Ltd., general merchants, Virden, Man., have opened a branch at Carberry.

At the annual meeting of the Retail Merchants' Association of Kerrobert, Sask., officers were elected as follows:—President, Mr. Sample; 1st vice-president, Mr. McIntosh; 2nd vice-president, Mr. Ahrens; treasurer, Mr. Warin; secretary, Mr. Carley.

PROPER COOPERATION REQUIRED

Under the heading "A Regrettable Oversight," the Calgary (Alta.) Herald has the following in a recent issue:

"Complaint is made by the Canadian Grocer that in the Canadian Apple and Made-in-Canada advertising campaigns the government and the manufacturers of the country entirely overlooked the retailers. If this is true it was a serious and regrettable oversight.

"The retailer is one of the very necessary links in the chain which brings producers and consumers together, and the producers are making a great mistake if they overlook this fact in any effort they make to popularize the consumption of Canadian-made goods.

"In the recent Made-in-Calgary campaign there was no such error. In fact, almost exclusively the Calgary manufacturers exploited their wares through the medium of the retailers and with little attention paid to newspaper advertising. If this campaign is to be the end of the Made-in-Calgary movement, it also will be doomed to more or less complete failure.

"As the Herald has said before, it is up to the manufacturer to advertise his goods if he wants the people to buy them, and the ideal method of advertising for the manufacturer is to as far as possible associate with him in his campaign the retailers who handle his goods."

EGGS IN CHINA.

Fifteen years ago the price of eggs in the province of Shantung, China, was $1 for 900 eggs. Now the price has risen to $1 for 360. Twenty-seven million eggs were exported from this province in 1913, most of which went to England.

Few Chinese poultry raisers possess more than a dozen or so hens. They hatch most of their chickens in earthenware incubators, which are heated by the fire, which warms the living rooms and the beds—thus all the heat is saved. We have the word of the Consul at Chefoo that old women frequently incubate eggs by carrying them strapped about their waists under their outer garments. This is carrying economy to the limit, it would seem.

Most Chinese families are too poor to eat eggs even at the low prices mentioned, and therefore, the entire product, except that portion used for hatching, is sold. On the average ten Chinese eggs weigh a pound.

A Fairly Brisk Christmas Demand After All

Tea Market Strengthened in Montreal—Coffees in Better Grades Are Scarce and High—Cream of Tartar Slightly Higher—New Laid Eggs Cheaper—Good General Trade at Last Minute.

Office of Publication, Toronto, Dec. 24, 1914.

NOW that the greatest buying and selling season of the year is past, what have been the results? Has the war created such a havoc that trade has been shot to pieces or have the people stood up under the strain and done their buying pretty much as usual? These questions cannot be easily answered. It is true that compared with other years the total Christmas business in groceries, if there were any means of determining same, would be found to be somewhat less, but on the other hand it is true that business has been much better than anticipated. This is evidenced by the large number of sorting up orders that reached the wholesalers after everybody were supposed to have their Christmas stocks in their stores. Wholesalers on the whole are well pleased with the trade. Retailers have bought carefully, being particular not to overload on anything, so that after things have quieted down again and holidays are past, they are not going to have much dead stock on their hands. In short there was a good, healthy Christmas trade in foodstuffs.

At time of writing the most important feature of the market is a temporary scarcity in turkeys in Toronto. This has come at a very bad time with only two days to Christmas. In two or three of the wholesale provision establishments His Lordship, the Gobbler, was exceedingly scarce and in one case there wasn't a single bird to be had. The telephone wires were being kept hot hunting turkeys and it looked as if there would be a scarcity for the holiday. At the same time prices were up three and four cents wholesale above those existing a week or ten days past. One reason given for the scarcity was the condition of the roads after the big snow storm and the subsequent west wind. Another was that the farmers were not satisfied with the low prices being offered them for their turkeys and they were either holding them back or selling for export to the United States. It was expected, however, that on Thursday supplies would be improved. To bring about this condition of affairs the "turkey trot" would be very much in evidence.

Apart from the turkey situation, there are not many market features this week. Things have quieted down. There has been no further change in sugar and although it is firmer on the New York market, the next move here would appear to be a decline. If the firm market in New York is maintained for any length of time, it is reasonable to predict that the drop here will be postponed.

Some shelled walnuts have arrived in Toronto during the week and at time of writing are being hurried out by express to country dealers anxious to obtain supplies for the final Christmas rush. However, supplies have not been nearly adequate to go round.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—
- Flour market quiet.
- Bran and shorts moving.
- Rolled oats slow.

PRODUCE AND PROVISIONS—
- Storage eggs firmer.
- Turkeys bring higher prices.
- Cutting meat prices.
- Butter and cheese firm.

FRUIT AND VEGETABLES—
- Florida oranges up.
- Small Californias down.
- Lemons cheaper.
- Evergreen hard to get.
- Spinach suffers by frost.

FISH AND OYSTERS—
- Frozen herring scarce.
- No salt sardines yet.
- Shell oysters quiet.
- Extra smelts scarce.

GENERAL GROCERIES—
- Tea market strengthens.
- Renewed talk of duty.
- Sugar prices unchanged.
- Walnuts still missing.
- Sultanas also still scarce.
- Candied peels up.

ONTARIO MARKETS.

FLOUR AND CEREALS—
- Business takes on holiday feeling.
- Demand for peas continues.
- Ontario flour for South Africa.

PRODUCE AND PROVISIONS—
- Turkeys high after all?
- New laid eggs down.
- Good demand for cheese.
- Cooked hams moving well.

FRUIT AND VEGETABLES—
- Oranges on the toboggan.
- Lemons are cheaper.
- Brussels sprouts from California.
- Cranberries moving better.

FISH AND OYSTERS—
- Canadian lobsters brisk.
- No fish day this week and possibly not next.
- Oysters in better demand.

GENERAL GROCERIES—
- Walnuts now all in.
- Brazils are down.
- All dried fruits moving.
- Tea firm and level.
- Candied peels selling well.

QUEBEC MARKETS.

Montreal, Dec. 24.—It is evident from the scramble there has been during the past two weeks for supplies of fancy lines, that the trade had slightly underestimated the demand during war time for these goods. There is not a wholesaler in Montreal who can find cause to grumble at the amount of business he has done this Christmas. They all state that it has exceeded their expectations. In one department there has been a marked falling off—in wines and liquors. Some of these have been hard hit. They are high in price, and people are either drinking something cheaper, or drinking nothing at all. One wholesaler states that in Quebec especially the tendency is to avoid wines at Christmas.

It is regrettable that the retailers did not receive their usual supplies of shelled walnuts and Sultanas. While expensive figs have been avoided more than in previous years as being luxuries, Sultanas are a necessity for confectionery, while Christmas loses much of its real spirit when shelled walnuts are not available. It is to be hoped that by the time this reaches the hands of the trade that supplies will have arrived, for their delay must have caused our readers much inconvenience. In the case of Sultanas, some dealers have secured stocks of 1913 crop, or stocks from California.

SUGAR.—There is little demand, and refiners do not expect it at this time of the year. There is no change in prices. The market in New York is a little firmer, refined in some cases having advanced to where it was two weeks ago. In some cases, however, refiners are selling at the decline. Refiners realize that it is no use trying to stimulate a demand now, as retailers and wholesalers are doing their best to keep stocks down until after the first of the year. It would require a strong situation indeed to induce the trade to buy heavily in sugar this month under present conditions.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	6 55
20 lb. bags	6 65
2 and 5-lb. cartons	6 85
Yellow Sugars—	
No. 3	6 40
No. 1	6 15
Extra Ground Sugars—	
Barrels	6 [illegible]
50 lb. boxes	7 15
25 lb. boxes	7 35
Powdered Sugars—	
Barrels	6 75
50 lb. boxes	6 95
25 lb. boxes	7 15
Paris Lumps—	
100 lb. boxes	7 30
50 lb. boxes	7 40
25 lb. boxes	7 60
Crystal Diamonds—	
Barrels	7 20
100 lb. boxes	7 30
50 lb. boxes	7 40
25 lb. boxes	7 60
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

DRIED FRUITS.—This is probably the most interesting market at the present time. While some wholesalers have secured stocks of Sultanas, there are some of the largest importers who did not receive a single case. Prices asked are: 10-11½c for loose, and 12½-14½c for 1-lb. packages. Stocks of old Sultanas are somewhat plentiful, and are being sold freely at 7½c. To give an idea of the situation, two cargoes of Sultanas and Jaffa oranges reached Liverpool recently valued at a million dollars, and were seized by the British Government, having left Turkey following the outbreak of war. Some Canadian importers learn that their shipments never left. A remarkable feature of the trade this year is that the demand for expensive figs has been almost negligible. Evidently the public do not consider them necessary. California Sultanas are being brought in, and seeded raisins, to take the place of Turkish goods, which will help to keep prices down. The quality of currants is improving, and are being offered to the trade a cent higher than last year. The raisins referred to in last week's Grocer must have been expensive ones, as the trade considers Valencias good property even after the turn of the year. Wholesalers announce an advance in candied peels of a cent; lemon and orange, 12½-13c, and citron 19-20c.

EVAPORATED FRUITS.	Per	lb.
Apples, best winter	0 08½	0 09
Apricots	....	0 15
Nectarines, choice	....	0 11
Peaches, choice	....	0 09½
Pears, choice	....	0 13
DRIED FRUITS.		
Candied Peels—		
Citron	0 19	0 20
Lemon	0 12½	0 13
Orange	0 12½	0 13
Currants—		
Amalias, loose	....	0 07¾
Amalias, 1-lb. pkgs.	0 08½	0 08¾
Filiatras, fine, loose, new	....	0 07¾
Filiatras, packages, new	....	0 08½
Dates—		
Dromedary, package stock, per pkg..	....	0 08½
Fards, choicest	....	0 12
Hallowee, loose	....	0 07½
Hallowee, 1-lb. pkgs.	....	0 08½
Figs—		
8 crown, 12 lb. boxes, fancy, layer, lb.	....	0 15
7 crown, 12 lb. boxes, fancy, layer, lb.	....	0 14½
6 crown, 12 lb. boxes, fancy, layer, lb.	....	0 14
16 oz. glove boxes, box	....	0 13
Prunes—		
30 to 40, in 25-lb. boxes, faced	....	0 14
40 to 50, in 25-lb. boxes, faced	....	0 13
50 to 60, in 25-lb. boxes, faced	....	0 12
60 to 70, in 25-lb. boxes, faced	....	0 11½
70 to 80, in 25-lb. boxes, faced	....	0 10½
80 to 90, in 25-lb. boxes, faced	....	0 10
90 to 100, in 25-lb. boxes, faced	....	0 09½
Raisins—		
Malaga table, box of 22 lbs., 3-crown cluster, $2.60; 5-crown cluster	....	3 60
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	0 12½	0 14½
Valencia, new	0 08¾	0 09¾
Seedless, 16 oz.	....	0 1[illegible]
Seedless, 12 oz.	....	0 [illegible]
Seeded, 16 oz.	....	0 10
Choice seeded, 16 oz.	....	0 09½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

TEA.—A prominent Japanese tea importer, speaking on the situation this week, expressed the opinion that the market had strengthened considerably in the past few days on all kinds of tea owing to the strong feeling that the Government would impose a war tax on tea. Importers, he said, are anxious to get all teas which are close at hand into stock, in order to be ready for the tax should it be announced next month. He believed that we would see a shortage in Japan teas long before the new crop arrived. Stocks in hand were short for the time of year, and no stocks whatever remained in first hands. In the face of Ceylon greens having gone completely out, what were they going to do? he asked. He usually had four to five thousand chests to sell during the winter months, whereas this year he did not have a single pound. Asked for his personal opinion on the prospect of a tea tax, he replied that he expected to see a 5c duty, and as a pound of tea would last the working man a week, he did not think it would be a hardship, as he was just as likely to go out and spend that sum on a glass of beer, and never miss it.

RICE.—Stocks are being firmly held. Whatever sales are like here, it is a fact that stocks of Patnas in England are small, practically negligible, and the trade has had to switch on to Siams.

Rangoon Rices—	Per cwt.
Rangoon "B"	3 50
"C.C."	3 40
India bright	3 65
Lustre	3 75
Polished	5 25
Pearl	5 35
Fancy Rices—	**Per cwt.**
Imperial Glace	5 65
Sparkle	5 85
Crystal	5 85
Ice drips	6 20
Snow	6 05
Carolina head	7 85

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

Imported Patna—	Per	lb.
Bags, 224 lbs.	0 06	0 06½
Half bags, 112 lbs.	0 06¾	0 06
Quarter bags, 56 lbs.	0 07⅞	0 06¾
Velvet head Carolina	0 09½	0 10½
Sago, brown	0 06	0 06½
Tapioca—		
Pearl, lb.	0 06¼	0 06
Seed, lb.	0 06¼	0 06

MOLASSES.—There is still no talk of forward business being done. Sales to retailers continue steady.

Barbadoes Molasses—	Prices for Island of Fancy.	Montreal. Choice.
Puncheons	.38	.36
Barrels	.41	.39
Half barrels	.43	.42

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3¾c; ½ bbls., 4c; ¼ bbls.	0 04¼
Pails, 38½ lbs., $1.95; 25 lbs.	1 46
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Maple Syrups—	
Pure, per 8½ lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00
Maple sugar, pure, per lb.	0 10 0 11

COFFEE.—The market continues almost stationary. The Christmas trade did not make much difference. Importers expect a steady market for some weeks, and quiet demand. Prices have not been changed.

Coffee Roasted—		
Bogotas	0 26	0 30
Jamaica	0 23	0 24
Java	0 30	0 33
Maricaibo	0 22	0 25
Mexican	0 27	0 28
Mocha	0 29	0 31
Rio	0 17	0 20
Santos	0 21	0 22
Chicory, per lb.	0 10	0 12

NUTS.—At the time of writing, many wholesalers and importers are still without supplies of shelled walnuts, and the former especially are worried with telegrams from retailers asking when shelled walnuts will be in. It is only fair to say that neither wholesaler nor importer are to blame. Firstly, the French Government placed an embargo on walnuts, but withdrew it. Shipments would have arrived in time but for a strike on the docks at Liverpool. The latest information is that the Grampian has reached St. John, and if she carries walnuts they should be in Toronto by Thursday. The "Ardgarroch" is also expected in with still larger supplies. After Christmas the price of walnuts will probably drop ten cents. Those who were fortunate to secure supplies here have made money. Retailers are asking 60c, while some of the high-class stores are getting 75c per lb. The retail price a year ago was 40c. Shelled almonds, which are not too plentiful, are bringing good prices. All kinds of new nuts are apparently scarce, and not enough to go around. Wholesalers announce an advance in filberts of 1c, prices now being 14c to 15c. New crop marbots have arrived, quoted 14-15c.

Almonds, Tara	....	0 18
Grenobles, new	0 15½	0 16½
Tarragonas, new	0 18½	0 19½
Marbots, new	0 14	0 15
Shelled walnuts, new, per lb.	....	0 40
Walnuts, in shell	....	0 16
Shelled almonds, 28-lb. boxes, per lb.	....	0 45
Sicily filberts	0 14	0 15
Pecans, large	....	0 18
Almonds	0 21	0 22
Brazils, new	....	0 15
Peanuts, No. 1, 12½c; No. 2	....	0 09¾
Peanuts, No. 3	....	0 08¾
Canadian chestnuts	....	0 12

SPICES.—There is nothing very special to note in this market except that Japan Chilis are away up, prices asked being almost double previous quotations.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins. dozen.
Allspice	0 14—0 18	0 60—0 70	0 70—0 80
Cassia	0 22—0 25	0 72—0 90	0 80—0 90
Cayenne pepper	0 30—0 35	1 02—1 15	1 10—1 25
Cloves	0 35—0 40	1 15—1 30	1 25—1 40
Cream tartar—50c.			
Ginger, Cochin	0 18—0 23	....—....	....—....
Ginger, Jamaica	0 20—0 25	0 90—1 05	0 95—1 10
Mace	0 85—1 10	....—....	....—....
Nutmegs	0 30—0 35	1 02—1 20	1 10—1 25
Pepper, black	0 23—0 24	0 80—0 90	0 90—1 00
Pepper, white	0 32—0 33	1 05—1 10	1 1—1 20
Pastry spice	0 25—0 32	0 85—1 10	0 95—1 15
Pickling spice	0 20—0 25	0 75—0 90	0 80—0 95
Turmeric	0 20—0 22	....—....	....—....

Lower prices for pails, boxes or bailers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	....	0 12
Dutch	....	0 20
Cinnamon, Ceylon, lb.	....	0 60
Mustard seed, bulk	0 18	0 22
Celery seed, bulk	0 35	0 45
Cayenne chillies	0 25	0 30
Shredded cocoanut, in pails	0 20	0 25

DRIED VEGETABLES. — Considerable interest is being evinced by the trade in the statement made last week that there was a possibility of split peas being imported from the West Indies. The question is being asked, Where did these peas come from? In the meantime difficulty of securing supplies continues, commission agents offering them at $4.50, which the jobbers are not anxious to pay. Consequently, business continues hand-to-mouth until an arrangement can be arrived at. There is no change in the whole pea situation. As regards beans, the situation is peculiar: some shippers are offering choice primes to the trade at $2.50, which has been their price right along, and they will not come down. At the same time supplies are coming in at much lower prices, not good-looking beans, it is true, but satisfactory to the trade; which shows that the market is not in a settled state. While there is talk of export, there is not thought to be much ground for it at present. It has been noticed that a Japanese bean is being sold in Winnipeg, but so far has not appeared on this market. It is a good bean, but brings a high price.

Beans—		
Hand picked, per bushel	....	2 85
Canadian, white, per bushel	....	2 65
Yellow, per bushel	....	3 25
Yellow eyes, per bushel	....	3 25
Lima, per lb.	0 08	0 08½
Peas, Imperial green, per bushel	....	2 50
Peas, white soup, per bushel	2 85	3 00
Barley, pot, per abg	....	3 50
Barley, pearl	....	4 50

ONTARIO MARKETS.

Toronto, Dec. 24.—The wholesalers have not done so badly after all. They were afraid that they, like everybody else, would share in the general depression which the shadow of war has cast over the public in Canada, as in England. But if buying was desultory and unpromising in the three or four weeks prior to this pre-Christmas week, orders have come in now to more or less make up. It must be recognized, however, that realers are not ordering so freely this year, not even at Christmas, for the obvious reason that the public is "drawing in its horns." But, on the other hand, they are not carrying the stocks, so they ought to break even. The big feature is the lack of any speculative tendency. Buying, even to this last, is hand-to-mouth. The retailer is anxious not to load himself up. He will buy what he needs, that much and no more. And wholesale men acknowledge that it is a safe policy.

The nuts which were so long delayed straggled in, or least some of them, at the last minute, and should still be in time to catch much of the Christmas buying. The peculiar situation arises that, while there will be nuts for Christmas after all, there will likely be few or none for New Year's buying account.

The earlier shipments were held up by the Liverpool seamen's strike, and have only reached here a week or so ago; indeed, the last of them are only just in. The later shipments are nowhere near this side, and won't be until after New Year. So that, to a certain extent, the retailer is not altogether out of the wood in this regard yet. But doubtless some will wriggle through somewhere, and anyway the New Year buying of nuts is not so important as is that of Christmas.

SUGAR.—There is little or no news about sugar. The New York market was firmer last week, and in ordinary times this would have implied a firmer tone in the Canadian markets. But we do not live in ordinary times. The Government affects the sugar situation here. Sugar men invariably look for lower prices before they go higher. The only thing that would be likely to send prices higher now is the entrance in still more pronounced and definite manner of England and France into the buying market. They are in more or less all the time, but the demand from them is not excessive. Were it to be so, we should see higher prices .

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 61
20 lb. bags	6 71
10 lb. bags	6 76
2 and 5-lb. cartons	6 90
Nova Scotia refined, 100-lb. bags	6 51
Extra Ground Sugars—	
Barrels	7 01
50 lb. boxes	7 21
25 lb. boxes	7 41
Powdered Sugars—	
Barrels	6 81
50 lb. boxes	7 01
25 lb. boxes	7 21
Crystal Diamonds—	
Barrels	7 36
100 lb. boxes	7 36
50 lb. boxes	7 46
Paris Lumps—	
100 lb. boxes	7 36
50 lb. boxes	7 46
25 lb. boxes	7 66
Cartons (20 to case)	7 91
Cartons (50 to case)	8 41
Crystal Dominoes, cartons	8 51
Yellow Sugars—	
No. 1	6 21

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

TEA.—Prices are still firm, but it is unlikely they will go higher. They are high enough, anyway. The market is reported steady—at this writing—and it is unlikely that just at Christmas anything very startling will develop. Freights continue somewhat of a "thorn in the flesh." Supplies are to be had, but the question of the irregularity of the sailing of steamers is very irritating. You buy your tea in London, and in the ordinary way you would get it in a month or five weeks. Now you have to wait six or seven weeks, and then you can't bank on it.

DRIED FRUITS.—There is a pretty fair demand, and wholesalers have found that the Christmas buying has, to a certain extent, come all at once. There is a general steady trade. Valencia raisins are going well, but supplies will be scarce shortly. Meanwhile price has been put down to get the demand. Some more should have been here, but were held up by the seamen's strike, which was responsible for the delay of the nuts. Currants are moving briskly, chiefly for Christmas buying. Prunes are moving quickly. Figs are still dull. There is nothing like the usual Christmas demand for them. Candied peels are in good demand, at firm prices. It was thought there might have been an advance, but wholesalers are anxious to get what trade is going, and will not endanger their doing so by any action of this kind. Generally, while trade does not compare with that of last Christmas, it is better than we thought for two or three weeks ago.

Apricots—		
Apples, evaporated, per lb.	0 06	0 06½
Standard, 25 lb. boxes	0 10	0 12
Choice, 25 lb. boxes	0 12	0 14
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lb.	0 07½	0 08
Amalas, choicest, per lb.	0 07½	0 08
Patras, per lb.	0 08	0 08½
Vostizzas, choice	0 09½	0 10
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 07½	0 09
Hallowees	0 07½	0 08
Prunes—		
30-40s, California, 25 lb. boxes	0 13½	0 14½
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12¾
60-70s, 50 lb. boxes	0 10	0 10½
70-80s, 50 lb. boxes	0 09½	0 10
80-90s, 50 lb. boxes	0 09	0 09½
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 07	0 07½
25-lb. boxes ¼c more.		
Raisins—		
Sultana, choice, new	0 10	0 11
Sultana, fancy, new	0 12	0 14
Valencia	0 08½	0 09
Seeded, fancy, 1 lb. packets	0 10	0 10½
Seeded, choice, 1 lb. packets	0 09½	0 10
Seeded, choice, 12 oz.	....	0 08½
Seedless, 16 oz. packets	0 11	0 11½
Seedless, 12 oz. packets	....	0 10

NUTS.—The last of the belated nuts, the shelled walnuts, arrived on the "Vaterland," and were gotten out to the country trade, chiefly by express. The peculiar situation now arises that there are few nuts in the hands of merchants. The shipments that have come in during the last week or two should have been in much earlier. The second shipments have only just left Liverpool, and it is thought there will be no nuts for New Year buying—that is, no foreign lines. Walnuts are down a little from last week's prices. Some inducement has to be made to the retailer to buy them. He had almost made up his mind—in a good many cases—to do without shelled walnuts altogether. The feature of the market is the drop in the price of Brazils in New York. These are down in both lines about 2 cents, and the local market followed suit. There are lots of Brazils being handled, particularly in view of the lower prices which are now obtaining.

	Per lb.	
In Shell—		
Almonds, Tarragona	0 17½	0 20
Brazils, medium, new	0 11½	0 12½
Brazils, large, washed, new	0 13	0 15
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14

Shelled—		
Almonds	0 42	0 44
Filberts	....	0 35
Peanuts	0 10½	0 11½
Pecans	0 56	0 60
Walnuts	0 48	0 50

SPICES.—Merchants are ordering small lots of most spices for Christmas demand, and trade generally is good. It is felt that stocks generally are pretty low among retailers, and merchants suggest there won't be the usual slack time after Christmas. Cream of tartar for future delivery is slightly higher; about one cent. Herbs remain firm at ruling prices.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	....—0 10	....—0 15
Allspice, whole	....—....	....—0 15
Cassia, whole	....—....	0 21—0 26
Cassia, ground	0 14—0 16	0 21—0 26
Cinnamon, Batavia	....—....	0 36—0 40
Cloves, whole	....—....	0 28—0 33
Cloves, ground	0 18—0 22	0 28—0 35
Cream of tartar	0 25—0 35	....—0 40
Curry powder	....—....	....—0 35
Ginger, Cochin	0 14—0 17	0 20—0 23
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, whole	....—....	0 24—0 27
Ginger, African, ground	....—....	....—0 16
Mace	....—....	0 80—1 05
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	....—....	....—0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins	....—....	....—0 50
Pastry spice	....—....	0 22—0 25
Peppers, black, ground	0 12—0 16	0 19—0 22
Peppers, black, whole	....—....	0 20—0 22
Peppers, white, ground	0 19—0 24	0 30—0 33
Peppers, white, whole	....—....	0 27—0 30
Pickling spice	....—....	....—0 15
Turmeric	....—....	0 18—0 20

COFFEE.—Prices on the lower lines have declined; on the better grades, they have advanced. Javas are scarce, and pretty well impossible to get. In consequence the price is up to 40c. Mochas are as bad or worse, because they come from Aden, and the entrance of Turkey into the trouble in Europe has stopped supplies. On the other hand Santos and Jamaicas are cheaper. Business generally is good. Demand is better and after New Year it will probably improve still further.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocha	0 33	0 36
Guatemala	....	0 32
Bucramanga	0 30	0 32
Mexican	0 30	0 32
Maracaibo	0 26	0 29
Jamaica	0 24	0 26
Santos	0 21	0 24
Rio	0 18	0 22
Chicory	....	0 14

RICE.—Market is fairly quiet, unusually so, in fact, for a commodity which is such a staple. In primary markets the situation is strong. There is little selling, and little demand.

Rice—		
Rangoon, per lb.	0 03½	0 04
Rangoon, fancy, per lb.	0 04½	0 05
Patna, per lb.	0 06	0 07½
Japan, per lb.	0 06½	0 08
Java, per lb.	0 08	0 08½
Carolina, per lb.	0 09	0 10
Sago—		
Brown, per lb.	0 06	0 06½
White, per lb.	....	0 06
Tapioca—		
Bullet, double goat	....	0 10½
Medium pearl	0 06	0 7
Seed pearl	0 06	0 07
Flake	....	0 10½

SYRUPS.—There is no change in the market. Trade continues quiet until after stocktaking, when it is thought it will brighten up. Molasses is in good demand but prices are still too high, it is said.

Syrups—	Per case.
2 lb. tins, 2 doz. in case	2 65
5 lb. tins, 1 doz. in case	3 00
10 lb. tins, ½ doz. in case	2 90
20 lb. tins, ¼ doz. in case	2 85
Barrels, per lb.	0 03¾
Half barrels, lb.	0 04
Quarter barrels, lb.	0 04¼
Pails, 38½ lbs. each	1 85
Pails, 25 lbs. each	1 40
Molasses, per gallon—	
New Orleans, barrels	0 26 — 0 28
New Orleans, half-barrels	0 28 — 0 30
West Indies, barrels	0 24 — 0 25
West Indies, half barrels	0 26 — 0 28
Barbadoes, fancy, barrels	0 45 — 0 48
Barbadoes, fancy, half barrels	0 47 — 0 51
Maple Syrup—Compound—	
Gallons, 6 to case	4 40 — 4 80
½ gals., 12 to case	4 70 — 5 40
¼ gals., 24 to case	4 70 — 5 40
Pints, 24 to case	2 60 — 3 00
Maple Syrup—Pure—	
5 gallon cans, 1 to case	6 45 — 6 60
Gallons, 6 to case	6 60 — 8 00
½ gallons, 12 to case	6 95 — 7 25
Quarts, 24 to case, in glass	7 00 — 7 25
Pints, 24 to case	4 00 — 5 90
Maple Sugar—	
Pure, per lb.	0 12½
Maple Cream Sugar—	
24 twin bars	1 80
40 and 48 twin bars	3 60 — 4 85
Maple butter, lb. tins, dozen	1 90

CANNED GOODS.

ONTARIO AND QUEBEC PRICES 1914 PACK.

VEGETABLES.

	Group A.
2's Asparagus tips	2 32½
2's Asparagus butts	1 47½
2's Beans, crystal wax	1 05
2's Beans, golden wax, midget	1 25
2's Beans, golden wax	0 95
3's Beans, golden wax	1 32½
Gals., Beans, golden wax	3 77½
2's Beans, Lima	1 22½
2's Beans, red kidney	1 00
2's Beans, Refuge or Valentine green	0 95
3's Beans, Refuge (green)	1 32½
2's Beans, Refuge, midget	1 25
Gals. Beans, Rfuge	3 47½
2's Beets, sliced blood red, Simcoe	1 00
2's Beets, whole, blood red, Simcoe	1 00
2's Beets, whole, blood red, Rosebud	1 30
3's Beets, sliced, blood red, Simcoe	1 35
3's Beets, whole, blood red, Simcoe	1 40
3's Beets, whole, blood red, Rosebud	1 45
3's Cabbage	0 97½
Gals., Cabbage	2 77½
2's Carrots	0 97½
3's Carrots	1 27½
2's Cauliflower	1 37½
3's Cauliflower	1 77½
2's Corn	0 95
2's Corn, Fancy	1 05
Gals., Corn on Cob	4 52½
2's Parsnips	0 97½
3's Parsnips	1 17½
2's Peas, standard, size 4	0 95
2's Peas, early Junes, size 3	0 97½
2's Peas, sweet wrinkles, size 2	1 00
2's Peas, extra fine sifted, size 1	1 40
Gals. Peas, standards	4 07½
Gals. Peas, Early Junes	4 17½
Gals. Peas, sweet wrinkles	4 32½
2½'s Sauer Kraut, Simcoe	0 [illegible]
3's Sauer Kraut, Simcoe	0 97½
Gals. Sauer Kraut, Simcoe	2 77½
2's Spinach	1 15
3's Spinach	1 50
Gal. Spinach	4 55
3's Squash	0 97½
Gals. Squash	2 77½
2's Succotash	0 97½
2's Tomatoes	0 87½
2½'s Tomatoes	0 95
3's Tomatoes	1 00
Gals. Tomatoes	2 92½
3's Turnips	0 97½

FRUITS.

3's Apples, Standard	0 80½
3's Apples, Preserved	1 00
Gals. Apples, Standard	2 05
Gals. Apples, Preserved	3 00
2's Blueberries, standard	1 52
2's Blueberries, preserved	1 82½
Gals. Blueberries, std.	6 57½
2's Blk. cherries, pitted, H.S.	1 92½
2's Blk. cherries, not pitted, H.S.	1 52½
2's Red ptd. cherries, H.S.	1 92½
2's Cherries, red, pitted, L.S.	1 45
2's not ptd. red cherries, H.S.	1 52½
Gals. ptd. red cherries	8 52½
Gals. not ptd. red cherries	8 02½
2's Cherries, white, ptd. H.S.	1 92½
2's Cherries, white, not ptd. H.S.	1 52½
2's Black currants, H.S.	1 47½
2's Preserved black currants	1 77½
Gals. black currants, st'd.	5 27½
Gals. black currants, solid pack	8 27½
2's Red currants, H.S.	1 47½
2's Red preserved currants	1 77½
Gals. red currants, standard	5 27½
Gals. red currants, solid pack	8 27½
2's Gooseberries, H.S.	1 47½
2's Gooseberries, preserved	1 77½
Gals. gooseberries, standard	7 02½
Gals. gooseberries, solid pack	8 77½
2's Grapes, white, Niagara, preserved	1 42½
Gals. Grapes, white, Niagara, standard	3 30½
2's Lawtonberries, heavy syrup	1 97½
2's Lawtonberries, L.S. (group B)	1 45
2's Lawtonberries, preserved	2 17½
Gals. Lawtonberries, std.	7 07½
2's Peaches, white, heavy syrup	1 77½
2½'s Peaches, white, heavy syrup	2 02½
3's Peaches, white, heavy syrup	2 12½
1½'s Peaches, yellow, flats, heavy syrup	....
2's Peaches, yellow, heavy syrup	1 77½
2½'s Peaches, yellow, heavy syrup	2 02½
3's Peaches, yellow, heavy syrup	2 12½
3's Peaches, yellow, whole, heavy syrup	....
3's Peaches, pie, not peeled	1 17½
3's Peaches, pie, peeled	1 62½
Gals. Peaches, pie, not peeled	3 02½
Gals. Peaches, pie, peeled	4 77½
Gals. Pie fruits, assorted (add 5%)	....
2's Pears, Bartlett, heavy syrup	1 52½
2½'s Pears, Bartlett, heavy syrup	2 02½
3's Pears, Bartlett, heavy syrup	2 02½
2's Pears, Flemish Beauty, heavy syrup	1 52½
2½'s Pears, Flemish Beauty, heavy syrup	1 77½
3's Pears, Flemish Beauty, heavy syrup	2 02½
2's Pears, Keiffers, heavy syrup	1 47½
2½'s Pears, Keiffers, heavy syrup	1 52½
3's Pears, Keiffers, heavy syrup	1 77½
2's Pears, light syrup, Globe	1 12½
3's Pears, light syrup, Globe	1 42½
3's Pears, pie, not peeled	1 [illegible]
3's Pears, pie, peeled	1 42½
Gals. Pears, pie, peeled	3 77½
Gals. Pear, pie, not peeled	2 77½
2's Pineapple, sliced, heavy syrup	1 92½
2's Pineapple, shredded, heavy syrup	1 47½
2's Pineapple, whole, heavy syrup	1 92½
3's Pineapples, whole, heavy syrup	2 47½
2's Pineapple, sliced, Hygeian brand	2 00
2's Plums, Damson, light syrup	0 97½
3's Plums, Damson, light syrup	1 37½
2's Plums, Damson, heavy syrup	1 07½
3's Plums, Damson, heavy syrup	1 42½
Gals. Plums, Damson, standard	2 77½
2's Plums, Egg, heavy syrup	1 12½
2½'s Plums, Egg, heavy syrup	1 37½
3's Plums, Egg, heavy syrup	1 47½
2's Plums, Green Gage, light syrup	1 00
2's Plums, Green Gage, heavy syrup	1 12½
3's Plums, Green Gage, light syrup	1 37½
3's Plums, Green Gage, heavy syrup	1 47½
Gals. Plums, Green Gage, standard	3 02½
2's Plums, Lombard, light syrup	0 97½
2½'s Plums, Lombard, light syrup	1 27½
3's Plums, Lombard, light syrup	1 37½
2's Plums, Lombard, heavy syrup	1 07½
2½'s Plums, Lombard, heavy syrup	1 27½
3's Plums, Lombard, heavy syrup	1 42½
Gals. Plums, Lombard, standard	2 77½
2's Raspberries, black, H.S.	1 97½
2's Raspberries, black, L.S. (group B)	1 45
2's Raspberries, black, preserved	2 17½
Gals. Raspberries, black, std.	7 07½
Gals. Raspberries, black, solid pack	9 32½
2's Raspberries, red, H.S.	1 97½
2's Raspberries, red, L.S. (group B)	1 45
2's Raspberries, red, preserved	2 17½
Gals. Raspberries, red, std.	7 32½
Gals Raspberries, red, solid pack	9 32½
2's Rhubarb, preserved	1 57½
2's Rhubarb, preserved	2 32½
Gal. Rhubarb, standard	3 57½
2's Strawberries, H.S.	2 17½
2's Strawberries, preserved	2 32½
Gals. Strawberries, standard	7 57½
Gals. Strawberries, solid pack	9 82½

(Group B 2½c dozen lower.)

MANITOBA MARKETS.

Winnipeg, Dec. 24.—Business in Christmas lines has been exceedingly brisk during the past week with the one exception of figs for which lines, strangely enough, there has been little or no call. City dealers seem to require figs as in past years, but from the country the lack of demand indicates that at present merchants have a supply which they are finding it a little difficult to move. For nuts also there is a heavy demand, but aside from these Christmas lines, buying is rather limited. Generally, it must be stated, that while business in the country sections seems well up to former years, a considerable falling off has been noted in the cities.

SUGAR.—The market appears stronger. The New York market has advanced and gives continued evidence of renewed strength. Perhaps the principal reason for this firmer tone is the situation with regard to beet sugar. This is now largely turned over, and is becoming less of a factor each day. In a little more than a month it will be off the market.

Sugar, Eastern—	Per cwt. in sacks.
Sugar, standard granulated	6 70
Extra ground or icing	6 70
Powdered	6 50
Lump, hard	7 15
Montreal yellow	5 80
Sugar, Western Ontario—	
Sacks, per 100 lbs.	6 60
Barrels, per cwt.	5 55
Halves, 50 lbs., per cwt.	5 60
Bales, 20 lbs., per cwt.	5 65
Powdered, barrels	5 90

Powdered, 50s		5 25
Powdered, 25s		6 55
Icing, barrels		6 45
Icing, 50s		6 60
Icing, 25s		6 60
Icing, pails		6 50
Cut loaf, barrels		6 30
Cut loaf, 5os		6 55
Cut loaf, 25s		6 80
Sugar, British Columbia—		
Extra standard granulated		6 60
Bar sugar		6 75
Icing sugar		6 95
Powdered sugar		6 75
H. P. lumps		7 45
Yellow		5 95
B. C. Cane Syrups—		
2-lb. tins, 2 doz. to case, per case		3 15
5-lb. tins, 1 doz. to case, per case		3 50
10-lb. tins, ½ doz. to case, per case		3 30
20-lb. tins, 3 tins to case, per case		3 25
(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)		
Molasses—	Per gal.	
Barbadoes	....	0 53
New Orleans	....	0 34
Maple Syrups—	Per case.	
Imperial quarts, case, 2 doz.	....	5 40
Imperial ½ gals., 1 doz.	....	5 55
New, pure, ½ gal. case	....	9 00
New, pure, ½ gal., quarts, case 2 doz.	....	9 70
New, pure, quart bottles, case 2 doz.	....	9 75

DRIED FRUITS.—In spite of the low prices the demand for evaporated apples is comparatively small. This, of course, is largely due to the fact that many of the camps are not opened this year. Dealers, however, appear to have good supplies of this line. Those who have not such supplies, however, would do well to consider buying. In currants, figs, table raisins, apricots, peaches and prunes there is no change in price. Dates, on the other hand, have advanced slightly, bulk dates now being quoted at 7¾c, while fards have advanced to $1.15.

Apples, evaporated, new, 50's	....	0 06¾
Apples, evaporated, new, 25's	....	0 07
Apricots, choice, 25's	....	0 12
Apricots, choice, 10's	....	0 13
Apricots, standard, 25's	....	0 11¾
Currants—		
Dry clean	....	0 08
Washed	....	0 08½
1 lb. package	....	0 08½
2 lb. package	....	0 17
Vostizzas, 1 lb.	....	0 10½
Dates—		
Hallowee, loose, per lb.	....	0 07¾
Hallowee, 1 lb. pkgs.	....	0 06¾
Fard dates, 12-lb. boxes	....	1 15
Peaches—		
Standard, 25-lb. boxes	....	0 06¾
Choice, 25-lb. boxes	....	0 07½
Choice, 10-lb. boxes	....	0 08½
Raisins, Valencias—		
Fine selected	2 35	2 45
Four crown layers	....	2 45
Table Raisins—		
F. O. S.	....	2 15
Fine selected, 14s	....	1 15
Fine selected, 7s	....	0 60
Vineyard clusters, 5½-lb. boxes	....	0 85
Vineyard clusters, 20 1-lb. bunches, per box	....	3 30
Extra dessert, 20 1-lb. bunches, per box	....	3 80
Royal Buckingham, 20 1-lb. bunches, per box	....	4 35
Royal Buckingham, 22 lbs. bulk, per box	....	4 30
Imperial Russians, 20 1-lb. bunches, per box	....	5 15
Excelsior Windsor, 20 1-lb. bunches, per box	....	5 55
Raisins, Sultanas—		
California bleached	....	0 11¼
Raisins, Muscatels—		
3 crown loose, 50's	....	0 08¼
3 crown, loose, 25's	....	0 08½
Choice, seeded, lb.	....	0 09¾
Fancy seeded, lb.	....	0 09¾
12-oz. packages, fancy	....	0 08
12-oz. packages, choice	....	0 07½
Prunes, in 25-lb. boxes—		
90 to 100	....	0 07½
80 to 90	....	0 08¼
70 to 80	....	0 08¾
60 to 70	....	0 09¼
50 to 60	....	0 09¾
40 to 50	....	0 10¼
Table Layer Figs—		
7-crown, 35-lb. boxes, per lb.	....	0 15½
6-crown, 10-lb. boxes, per lb.	....	0 13⅝
5-crown, 10-lb. boxes, per lb.	....	0 12½
4-crown, 10-lb. boxes, per lb.	....	0 11⅞
3-crown, 10-lb. boxes, per lb.	....	0 11½
Glove boxes, per doz.	....	1 70
Cooking figs, taps, about 25 lbs., lb.	....	0 05⅞
Cooking figs, choice naturals, 28-lb. bags, per lb.	....	0 05⅝

BEANS.—Indications are that the high prices will be maintained. On the Eastern market the tone is stronger daily. This is due entirely to the large export demand, which, if it is continued, can only have one effect—higher prices. Quotations for Japanese beans are now being withdrawn, because of the large export demand which is being experienced for the crop in Japan. It is quite possible, therefore, that a higher price for the Japanese beans on the local market will be struck.

Beans—		
Foreign, hand-picked	....	3 30
Canadian, hand-picked	....	3 40
3-lb. pickers	....	2 85
California Lima Beans—		
Bag lots	....	0 08¼
Less than bag lots	....	0 08½
Barley—		
Pot, per sack, 96 lbs.	....	3 00
Pearl, per sack, 98 lbs.	....	4 15
Peas—		
Split peas, sack, 98 lbs.	3 30	4 75
Whole peas, bushel	....	2 50

RICE AND TAPIOCA.—Because of cheaper supplies reaching the market there has been a slight drop in the price of tapioca, which is now quoted at 4⅞c.

Rice and Tapioca—		
No. 1 Japan, per lb.	....	0 05½
No. 2 Japan, per lb.	....	0 05
Siam, per lb.	....	0 04¼
Patna, per lb.	0 06¼	0 06¾
Carolina, per lb.	....	0 08
Sago, pearl, per lb.	....	0 05
Tapioca, pearl, per lb.	....	0 04⅞

NUTS.—Because of the very heavy demand, a shortage in some lines is being felt, and owing to the difficulty of getting supplies—a condition which, of course, results from the war—an advance in one or two lines will be expected.

Soft shelled almonds (new)	0 20¼	0 20½
Markle walnuts (new)	0 12	0 12½
Brazils	0 13	0 13½
Filberts (new)	0 12¾	0 13
Almonds, shelled	0 44	0 45
Walnuts, shelled (new)	0 45½	0 46½
Roasted peanuts (new), Jumbos	0 14½	....
Roasted peanuts (new), fancy	0 12	....
Roasted peanuts (new), choice	0 09½	....
Pecans, choice, polished	0 17	0 22

SASKATCHEWAN MARKETS.

(By Wire.)

Regina, Sask., Dec. 24.—The week has seen a slight advance in the sugar market, the quotations having jumped from $6.87 to $6.97 on December 18, an increase of ten cents. Beans have also advanced about 30c per bushel for Ontario, there being no others on the market. An advance is also reported in canned goods, practically all grades having gone up five cents per case at the close of navigation. Storage eggs are selling at 28 cents, and dairy butter is slightly higher. The local demand for dairy is poor. Prices on poultry have not changed, and the market is pretty well overstocked. Wholesalers and retailers are very busy with the Christmas trade, which is quite brisk. Colder weather with snow has had the effect of brightening up markets and making trade more seasonable.

Produce and Provisions—		
Butter, creamery, per lb.	....	0 31
Butter, dairy, No. 1	....	0 21
Cheese, per lb.	0 17⅞	0 18
Eggs, storage, doz.	....	0 28
Lard, 3's, per case	....	7 80
Lard, 5's, per case	....	7 75
Lard, 10's, per case	....	7 70
Lard, 20's, each	....	2 50
General—		
Beans, Ontario, per bushel	....	3 40
Coffee, whole roasted, Rio	0 17	0 17½
Cream of tartar, lb.	....	0 52
Cocoanut, lb.	....	0 20½
Evap. apples, 50's	....	0 07½
Potatoes, N.B., per bush.	....	0 95
Potatoes, Ontario, per bush.	....	0 90
Rolled oats, bail of 80 lbs.	....	3 55
Flour, 98's	....	3 55
Oysters, per gal.	....	2 50
Rice, per cwt.	....	4 30
Sugar, standard, gran., per cwt.	....	6 97
Sugar, yellow, per cwt.	....	6 43
Walnuts, shelled, 54c; almonds	....	0 53
Canned Goods—		
Apples, gals., case	....	1 35
Broken beans, 2's	....	2 65
Beans	....	2 28
Corn, standard, per 2 dozen	....	2 28
Peas, standard, per 2 dozen	....	2 28
Plums, Lombard	2 15	2 26
Peaches	....	3 21
Strawberries and raspberries	....	4 05
Tomatoes, standard, per dozen	2 40	2 65
Salmon—		
Sockeye, 1's, 4 doz. case	....	9 85
Sockeye, ½'s	....	12 35
Cohoes, 1's	....	6 00
Humpbacks, 1's	....	4 60
Fruits and Vegetables—		
Apples, per bbl., Ontario	4 00	4 25
Cranberries, per bbl.	....	7 00
Grapefruit, per crate	....	5 50
Sweet potatoes, per crate	....	4 50
Lemons	5 00	5 90
Oranges	3 25	4 00
Dried Fruits—		
Apricots, per lb.	....	0 12¾
Apples, per lb.	....	0 07½
Currants, per lb.	....	0 08¾

STRICTER ABOUT ORANGE COLORING.

The first shipment of California navel oranges to Canada this season was somewhat later than usual. This was due to the fact that there have been new standards set for the condition of the fruit before it can be shipped. These standards have been set by the United States Department of Agriculture and by the association of fruit growers.

One of the chief complaints has been the immature coloring of the fruit by a process of sweating so as to conceal inferiority and the department has now set a standard of ripeness for the fruit on the tree if later sweating is not to be held to conceal inferiority. The law prohibits the coloring of any food product so as to conceal inferiority. The announcement reads:

"The Bureau of Chemistry has received repeated requests to define the terms 'immature' and 'maturity' as used in food inspection decision 133, relating to the coloring of green citrus fruits. Such a definition seems desirable in view of the uncertainty now existing regarding the scope of this decision.

"As a result of the investigations carried out during the season of 1913 and 1914 the Bureau of Chemistry considers California oranges to be immature if the juice does not contain soluble solids equal to, or in excess of 8 parts to every part of acid contained in the juice, the acidity of the juice to be calculated as citric acid without water of crystallization. Owing to the fact that opportunity has been given to study the composition of California oranges during one season only, the ratio set at this time is lower than that which is believed to be the minimum for properly matured fruit. It may, therefore, be expected that the requirements will be made more strict after data from several crops are available."

Belgium for the Germans--Sugar Situation There

Belgian People Not Allowed to Ride on Trains Or to Have Mail Service—An Interesting Report Which Gives an Insight Into Business in the Stricken Land—Sugar Beet Crop Turns Out Well.

IF there is any section of the globe to-day in which it might be expected that business would not be as usual it is in war-stricken Belgium over-run by the hordes of the Kaiser. In fact, that there is any business at all is hard to conceive from the descriptions of the campaign which have been published, and yet we find that Fr. Sachs, a sugar authority of Belgium, states that "the fears that the Belgian sugar crop would not turn out well are groundless, in spite of the fact that sugar in Belgium costs 20 francs per hundred kilograms." The report continues:

"The number of Belgian factories severely damaged by the war has not been large. There are several factories, however, which were in process of repair and this work cannot be finished. The war has only passed over a few beet fields and the beet crop in general has not suffered to any serious extent. However, transport of beets is already very difficult, as almost all of the horses and wagons have been requisitioned for military purposes. Tramways could be used, but cars and locomotives are lacking. Of all the railroads that are working, none are running on regular schedule. Passengers are only carried on one line and there is only one train a day on this line.

"The trip from Brussels to Aix-la-Chapelle which in normal times requires three hours, cannot now be accomplished in less than forty hours. This is not to be wondered at, as switches and signal apparatus no longer exist, and the passenger trains on this account, and also on account of countless military trains that are running, can only make slow progress and must make long waits at every station. In these trains only Germans and citizens of neutral countries are allowed to ride. Belgians are prohibited from using these trains.

"The postal service is even worse. A resident of Brussels who wishes to write to another resident of Brussels must take his letter himself to the principal post office, where the addressee must personally call in order to receive the letter, as there are no longer any letter-carriers.

"From one Belgium city to another there is no postal service, and naturally, thereforee, no telegraph or telephone. Difficulties with the sugar harvest will be small stocks of coal, bags, lime, etc., and also the transportation of raw sugar."

So while Belgium will have a good crop it is questionable what disposition will be made of it. Factories will not be energetic about grinding because some of them have tied up to contracts which they cannot fulfill without accepting almost ruinous prices.

HE PAID FOR IT.

Old Cummings, the grocer, was noted for the wretched horses he kept. He employed a boy, Anthony, who was a very reckless driver. One day Anthony drove one of the grocer's worst old nags a little too hard and the animal died.

"There!" cried the grocer, "you've killed my horse, you miserable boy!"

"I'm sorry, boss," the boy faltered.

"Sorry!" shouted the infuriated grocer. "Sorry be hanged! What good'll that do? Who's going to pay for my horse, I'd like to know?"

"I'll make it all right, boss," replied the boy, soothingly. "You can take it out of my next week's wages."—New York Globe.

A MODERN HAMLET'S SOLILOQUY

To send or not to send—that is the question.

Whether 'tis better to keep the goods,
And so make sure of what is in possession;
Or let them go and run the risk of payment?
To send—to part with—perchance to lose!
Aye! there's the rub.
For once the goods are gone,
What skill can charm them back
Or get the cash from slippery debtors?
What will be done when th' account falls due?
Will cash be paid, or e'en post-dated cheque?
Or promise "to remit" be quickly made
To be as soon forgotten?
And then "reminders"—much like Thunar's blows,
Softly at first, though each with added force;
Yet no response—silent as a shadow.
Ne'er a stiver; nor soothing plea for "time."
Will the "A Meeting" end suspense? and hope!
If packed, forsooth, with doting relatives
Bent on proving claims for borrowed money;
Yet, solaced by a shilling in the pound!
And that mean pittance fast in lawyer's grip,
Leaving us nought but sad experience.
Yet sell we must,
And selling, trust
That some, some day
May something pay.

Editorial Note.—There has always been a controversy over the works attributed to Shakespeare. Some say Bacon was the author. Anyway the above parody was written by Bacon, one C. Wilson Bacon, an English grocer.

"WAR PRICES" OF 100 YEARS AGO.

A hundred years ago much of Europe was also at war and prices of food were soaring much as they are to-day.

In the unearthing of an old day-book kept by Abraham Pickett, a storekeeper of Edwardsville, Ill., an interesting side light is thrown on the retail selling prices of some of the necessities of life in this state nearly a hundred years ago.

This document, as quoted by the "Industrial Grocer," and bearing the initial date July 14, 1819, gives an idea of what the men and women of Illinois bought the year after the state was born and what they had to pay. One entry explains why wooden pegs were used instead of nails in the building of houses and barns. The charge for 104 pounds of four-penny nails was $39, or nearly 38 cents a pound.

In 1819 beef and pork were 4 to 6 cents a pound and flour $8 to $12 a barrel. Corn was worth 33 to 50 cents a bushel and wheat $1. These cereals dropped in the market next year to 15 cents for corn and 37 cents for wheat.

One entry shows that the housewife had to pay $1.25 for five pounds of sugar. Another entry on the same day showed that one brand of sugar cost 33 1-3 cents a pound and that pepper brought at retail 37½ cents a pound.

Items for wine scattered here and there through the book indicate that the beverage sold for $6 a gallon and that home-made brandies brought a like return to the merchant. Empty bottles were not thrown into alleys or garbage barrels a hundred years ago. For a quart receptacle of this kind 25 cents was charged. In other words, the bottle was worth two-thirds as much as the whiskey it held.

One bridle cost $2, a pair of moccasins 50 cents, seven panes of glass $1.31, a pitcher 87½ cents, a teacaddy $1 and a pound of tea $4.

Fruit and Vegetables

General Cut in Fruit Prices; California Sprouts

Most Fruits Cut in Toronto — Big Drop in Oranges, Both Floridas and Navels — Montreal Reports Floridas Up—Evergreens Hard to Get in the East—Cranberries Moving Well—California Cauliflower In.

MONTREAL.

FRUIT.—With the arrival of Christmas, several new lines came on to market, for which there is an exceptional demand at this season. Kumquates, a Japanese orange about the size of an egg, sold at 22c per quart. Hothouse grapes from France and Belgium brought 75c to $1 per lb. Only about one importer received supplies of California strawberries, these retailing around 75c per quart. Apples still remain firm, and will do until New Year, but is believed by some that a weaker market is probable after the first of the year. Cranberries have been selling well for the Christmas trade, but will be quieter from now on. Grape fruits, too, have enjoyed a good sale during the week. An advance of 25c per box is noted in the price of Florida oranges. Valencias are quoted, 714 size, at $6 large case. Small California navels are slightly cheaper. Mexicans are slightly higher. Messina lemons are quoted lower this week—$2.25 to $2.75, 300 size. Holly is bringing $1.50 dozen, or $4.50 a case. Evergreen around the first of the week was scarce, there being a scramble for supplies. It is quoted at $2.50, 160 yards to the bale.

Apples—		
Baldwins, No. 1, bbl.	....	3 50
Spys, No. 1, bbl.	....	3 75
Russets, No. 1, bbl.	....	3 50
Greenings, No. 1, bbl.	....	3 50
Fameuse, No. 1, bbl.	....	5 00
McIntosh Reds, No. 1, bbl.	....	5 00
No. 2, all varieties, 50c less per barrel.		
Bananas, crate	2 00	2 25
Cranberries, bbl.	5 50	6 50
Grapefruits, Jamaica, case	....	3 00
Grapes, Malaga, keg	5 00	5 50
Grapes, Belgium hothouse, lb.	0 75	1 00
Lemons—		
Messina Verdelli extra fancy, 300 size	2 25	2 75
Malaga, 420 size	....	5 00
Oranges—		
Cal. Navel, 150-176-200-216-250-288	....	3 50
Cal., 96-126 size box	....	3 25
Florida, 176-200-216	....	2 75
Florida, 126-150	....	2 50
Mexican, 126-150-176-200-216-250	....	2 50
Valencias, 714 size, large cases	....	6 00
Evergreen, 160 yards to bale	....	2 50
Holly case	....	4 50

VEGETABLES.—Several Christmas lines have been on the market, such as chalots, 50c doz.; chicory, 50c doz.; romaine, 50c doz.; endives, 30c lb., all of which have been in demand for salads. The features of the market are the absence of American beans, a sharp advance in spinach, a rise in fancy cucumbers, and the disappearance of New York celery. American beans are costing $9 per basket, and few are being imported at this price. There might be several private consignments coming in, but among the wholesalers beans are scarce. Cucumbers rose to $2.50 a doz., and are hothouse from Boston. New York celery at $3 a case is done, and the trade must now pay $4.75 to $5 for California grown. Spinach was injured by a frost in Florida, and is now worth $3.50 per barrel. Big bunches of American parsley can be bought for 75c per dozen.

Artichokes, bag	....	1 25
Beets, bag	....	0 75
Brussell Sprouts, bunch	....	1 00
Cabbage, per bbl.	....	1 25
Carrots, bag	0 50	0 75
Cauliflower, dozen	1 75	2 00
Cucumbers, fancy, doz.	....	2 50
Celery, crate	4 75	5 00
Leaks, doz.	....	1 75
Lettuce, head, per box	....	1 25
Curly lettuce, per box	....	1 25
Onions—		
Spanish, per case	3 75	4 00
Spanish, per ½ case	....	2 25
Red, 75-lb. bags	....	1 50
Parsnips, bag	0 50	0 75
Parsley, doz. bunches	....	0 75
Peppers, green, 3½-qt. basket	....	0 50
Potatoes—		
Montreal, bag	0 65	0 75
Potatoes, sweet, Jersey, hpr.	....	2 25
Spinach, American, in bbls.	....	3 50
Turnips, bag	0 50	0 75
Tomatoes, hothouse, lb.	....	0 22
Watercress, doz.	....	0 75

TORONTO.

FRUIT.—Cranberries are now going well, though last week dealers thought they were left with big stocks. Christmas poultry demand is largely responsible for increased movement. California navels, which have been on the toboggan for two or three weeks, are down still further, and may be bought for $2.75 to $3. Floridas are also down. Stocks are heavy, and both lines are particularly good fruit. Apples are in brisk demand. All lines are 25c ahead of last week's prices. The Christmas trade is noticeable in this regard. Grape fruit is cheaper, and sales are good. Valencia oranges are off the market. They had a good run. Pineapples are selling exceptionally well, for Christmas use chiefly. Lemons, both Messinas and Californias, are down, and consequent upon decline has come a good rush demand. Trade generally has brightened up because of the near approach of Christmas, and dealers are not feeling so glum after all.

Apples—		
Wagners	....	2 25
Greenings	2 25	2 50
Kings	2 25	3 00
Baldwins	2 00	2 50
Spies	2 00	3 00
Seeks	2 25	2 50
Canada Reds	2 00	2 50
Snows	3 25	3 75
No. 2s, 40-50c less.		
Bananas, per bunch	1 50	2 00
Cocoanuts, sack	4 00	4 50
Cranberries	5 50	6 50
Grapes—		
Canadian, 6-qt. bkts.	0 16	0 20
Tokays	....	2 50
Malaga, barrel	4 50	6 00
Malaga, fancy, barrel	6 00	7 00
Oranges—		
Florida	2 25	2 50
California, late Valencias	4 00	4 50
California navels	2 75	3 00
Lemons, Messinas	2 75	3 25
Lemons, California	3 75	4 00
Limes, per 100	....	1 25
Pears—		
California, box	....	3 25
Canadian, late varieties	0 25	0 30
Pineapples, Porto Rico, case 10	2 75	3 25
Grape fruit	2 50	2 75

VEGETABLES.—California celery continues a good seller. Holly is also in big demand, and prices are firm. They may go higher. A car of fresh stuff is in from California, and looks good. Cauliflowers, green onions, and Brussel sprouts are all included. This is the first time Brussels sprouts have come through from California, and the first shipment, which was small, very soon disappeared. The new cauliflower is worth $3.25 a crate. Potatoes are steady. There is no rush; there never is; but the regular demand keeps up. Onions are firm at prevailing prices, and are moving well. Trade in general is partaking of the universal Christmas rush, though retailers continue to buy only as much as they want, and are noticeably behind last year's orders. This, obviously, indicates that the consumer is careful, even at Christmas, when he feels inclined to let go.

Beets, Canadian, bag	0 50	0 65
Cabbage, Canadian, dozen	0 35	0 40
Carrots, bag	0 50	0 60

(Continued on page 45.)

Fish and Oysters

Canadian Lobster from Halifax; Oysters Moving

Good Demand for Halifax Lobster—Cheaper Than Portland Lines, Though Smaller — Frozen Herring Scarce in Montreal—Fish Men Await Dispensation as to New Year's Day Among Religious Sects That Observe Friday With Some Trepidation —No Fish Day This Week.

MONTREAL.

FISH AND OYSTERS.—There are ample supplies of frozen fish in Montreal, with the exception of artificially frozen herring. To replace the latter, large supplies of weather frozen stock are expected from Newfoundland soon. The demand is good. Business all round was good last week, owing to the fact that there were three fish days. This week there are only two, and Advent closes on Christmas Day. Very little fresh fish is coming in; there are a few fresh whitefish, but not worth mentioning, bringing 13c. Fresh haddock and steak cod are coming in well, prices being the same. How long these supplies will continue to come in depends on how long it is before real cold weather arrives. Good supplies of frozen smelts are arriving, bringing 10c for No. 1; extra smelts are scarce. Salt sardines are not to be had, and it is difficult to speak of the future. Finnan haddies and fillets are plentiful. A good demand is expected during Christmas for bulk oysters; shelled oysters are unusually quiet.

TORONTO.

FISH AND OYSTERS.—Canadian lobster is in, from Halifax, and demand is brisk for this line. It is cheaper than the Portland variety, though the Halifax shipments so far are of fairly small lobsters. There is a limited supply of prawns, but only in the hands of one or two dealers. Still they may be had. Price is $2. Little is heard of this line, but the public buy occasionally, and there has been a better movement this week. They will soon be difficult to get. They come from Biloxi, Mississippi, and there is some hitch with the shippers there. An important point to fishmen is that, though Christmas Day falls on a Friday—which is fish day with some religious bodies—they have been granted a dispensation. They may eat meat on Christmas Day. Naturally, fishmen are not particularly pleased. They are wondering now whether New Year's Day, which also falls on a Friday, will be another "holiday." So that the dispensation is awaited with some eagerness. Oysters are moving well this week, bulk lines in particular. Halibut is in good demand, and is up 1 cent at 9c.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.	.07½	.08-.10
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½	.08-.10
Haddies, fillets, per lb.	.10	.11-.12
Haddies, Niobe, boneless, per lb.	.08½	...
Herring, Ciscoe	1.80	.12
St. John boaters, 100 in box	1.00	1.20
Yarmouth bloaters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.20	...
Smoked boneless herrings, 10-lb. box	1.10	...
Kippered herrings, selected, 60 in box	1.40	1.25-1.60
Smoked salmon, per lb.	.25	.23
Smoked halibut	....	.20

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Gaspe, large, per lb.	.14	.12
Red, steel heads, per lb.	.12-.13	.12-.13
Red, sockeyes, per lb.	.10-.11	.10
Red, Cohoes or silvers, lb.	.10	.10
Pale, qualla, dressed, per lb.	.07½-.08	.07½-.08
Halibut, white western, large and medium, per lb.	.09-.09½	.09
Halibut, eastern chicken and medium, per lb.	.09-.09½	.10
Mackerel, bloater, per lb.	.10-.10½	.09
Haddock, medium and large, lb.	.04½-.05	.07-.08
Market codfish, per lb.	.05-.05½	.07-.08
Steak codfish, per lb.	.06-.06½	.09
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.15-.17	...
Smelts	.11	.16-.20

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	....
Dried pollock, medium and large, 100 lb.	6 00	....
Dressed or skinless codfish, 100-lb. case	7 25	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs, per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 70	1 65
Selects, per gal., solid meat	2 00	2 00
Best clams, imp. gallon	1 50	....
Best scollops, imp. gallon	2 25	....
Best prawns, imp. gallon	2 00	....
Best shrimps, imp. gallon	2 25	....
Sealed, best standards, quart cans, each	0 50	....
Sealed, best select, quart cans, each	0 60	....

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	8 00	....
Malpeque, shell oysters, selected J.A.P., per bbl.	9 00	....
Malpeque, shell oysters, C.C.I., bbl.	12 00	....
Clams, per bbl.	6 00	8 00
Live lobsters, medium and large, lb.	0 26	0 40
Live lobsters, medium and large, lb.	0 26	....
Boiled lobsters, medium and large, lb.	0 28	....
Winkles, bush.	2 00	....
Little Necks, per 100	1 25	....

FRESH FISH.

	Montreal	Toronto
Haddock, fancy, express, lb.	0 05	0 07
Steak cod, fancy, express, lb.	0 06½	0 08—0 09
Market cod, per lb.	0 06	....

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.10½-.11	.10
White fish, small tulibees, per lb.	.06½-.07	.07
Lake trout, large and medium, lb.	.10-.11	.12
Dore, dress or round, lb.	.09½-.10	.09-.10
Pike, dressed and headless, lb.	.07-.07½	.07
Pike, round, per lb.	.06-.06½	.07-.08
Tom cods, new, per bbl.	2 25	....

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	....
Salmon, Labrador, bbls., 200 lbs.	14 00	....
Salmon, Labrador, half bbls., 100 lbs.	7 50	....
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	....
Sea trout, Labrador, bbls., 200 lb.	12 00	....
Sea trout, Labrador, half bbls., 200 lb.	6 50	6 80
Mackerel, N.S., bbls., 200 lb.	12 00	....
Mackerel, N.S., half bbls., 100 lb.	7 00	....
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	5 50	5 25
Herrings, Labrador, half bbls.	3 00	3 25
Herrings, Nova Scotia, bbls.	5 00	6 25
Herrings, Nova Scotia, half bbls.	2 90	3 40
Lake trout, 100-lb. kegs	6 00	....
Quebec sardines, bbls.	8 00	....
Quebec sardines, half bbls.	3 50	....
Tonges and sounds, per lb.	0 07½	....
Scotch herrings, imported, half bbls.	8 00	....
Holland herrings, imp'ted milkers, hf bbls	7 00	....
Holland herrings, imp'ted milkers, kegs.	0 85	0 75-1 00
Holland herrings, mixed, half bbls.	7 00	....
Holland herrings, mixed, kegs.	0 75	0 70-0 95
Lochfyne herrings, box	1 35	....
Turbot, bbl.	14 00	....

WINNIPEG.

FISH.—The week has seen a very heavy business. Especially from the country has there been an improvement in orders. This is probably partially due to the Advent season, but the cold weather too has stimulated trade. Grocers who have installed the line this year are finding it one which moves rapidly.

Fish—		
New fresh jackfish	....	0 03¾
Lake Superior herring	....	0 03½
New tulibees	....	0 04
Fresh mulletts	....	0 03
Fresh whitefish	....	0 08½
Fresh pickerel	....	0 07½
Trout	....	0 12½
Gold eyes	....	0 03½
Halibut	....	0 12
Frozen halibut	....	0 09½
Salmon	....	0 15
Frozen salmon	....	0 11
Fresh cod	....	0 10
Fresh smelts	....	0 11
Oysters, per gal.	....	2 00
Shell oysters, per cwt.	....	2 00
Shell oysters, per bbl.	....	17 00
Haddies	....	0 09
Haddies, fillets	....	0 12½
Bloaters, per box	....	1 50
Kippers, per box	....	1 75

A horse belonging to the Harding Fruit and Grocery Company, St. Thomas, Ont., slipped on the pavement and broke its leg. It had to be shot.

Produce and Provisions

Turkeys Bring Higher Prices Prior to Xmas

Distinct Scarcity in Toronto Market of Christmas Poultry — Better Demand for Butter, Though Quality Continues Poor—New Laid Eggs are Cheaper—Cheese Market Firm.

MONTREAL.

PROVISIONS.—Abattoir fresh-killed hogs command a higher price this week, being quoted $10.50 to $11. The supply seems to be good, and prices are comparatively low. It is currently reported that large Montreal retailers are cutting prices of meats in order to secure bulk of business, which is making things harder for the small retailer. The secret of the whole matter is that people are not buying as much as they usually do, which is making competition keen. Packers claim not to have changed their prices since last week. Medium and large hams are quoted 17c and 16c; plain backs, 21c; breakfast bacon, 18 to 19c, roll bacon 16c, and boiled ham 24c. Clear fat pork continues to rule high, $29 being asked. A fair demand exists for lard, with no change in price. The consumption of compound increases, and if price falls, compound will follow. The latter is selling very cheap just now.

Hams—		
Medium, per lb.	....	0 17
Large, per lb.	....	0 16
Backs—		
Plain, bone in	....	0 21
Boneless	....	23
Peameal	....	0 24
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll	....	0 16
Shoulders, bone in	....	0 15
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	....	0 24
Hams, roast, per lb.	....	0 26
Shoulders, boiled	....	0 25
Shoulders, roasted	....	0 26
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—	**Per**	**bbl.**
Heavy short cut mess	....	27 00
Heavy short cut clear	....	27 00
Clear fat pork	....	29 00
Clear pork	....	26 00
Lard, Pure—		
Tierces, 350 lbs., net	....	0 12
Tubs, 50 lbs. net	....	0 12¾
Boxes, 50 lbs. net	....	0 12¾
Pails, wood, 20 lbs., gross	....	0 12½
Pails, tin, 20 lbs. gross	....	0 12
Cases, 10-lb. tins, 60 in case	....	0 12¾
Cases, 3 and 5-lb tins, 60 in case	....	0 13
Bricks, 1 lb., eacn	....	0 13¼
Lard, Compound—		
Tierces, 375 lbs., net	....	0 09½
Tubs, 50 lbs., net	....	0 10
Boxes, 50 lbs., net	....	0 10
Pails, wood, 20 lbs., net	....	0 10¼
Pails, tin, 20 lbs., gross	....	0 10¼
Cases, 10-lb. tins, 60 in case	....	0 11
Cases, 3 and 5-lb. tins, 60 in case	....	0 11
Bricks, 1 lb., each	....	0 12
Hogs—		
Dressed, abattoir killed	10 50	11 00

BUTTER.—The colder weather of the past week has improved the market for butter, and has tended to improve the demand from outside sources. Receipts, however, are small, and spot stocks are constantly decreasing. There seems to be plenty of poor, and plenty of good butter offering. There is a steady demand for butter, cheese and eggs, but the demand is not what it was last year at this time, but is considered good.

Butter—		
Finest creamery, new milk	0 29	0 30
Dairy butter	0 23	0 25

CHEESE.—A steady export business continues to be done, and the tone of the market is firm, as stocks are inclined to be small. Prices remain the same, 16 to 17c being asked for new made.

Cheese—		
New make	0 16	0 17
Old specials, per lb.	0 18	0 19
Stilton	0 18	0 19

EGGS.—The only change of any note in this market is an advance of a cent in selects. The market was slightly easier last week, but with an improved demand around Christmas, the price was put back again. New-laids remain firm around 60c. The production at this time of the year is very limited, and good prices are easily secured. It is understood that quite a number of good inquiries are coming in from England for storage eggs, so that prices in the new future may be higher.

Eggs, case lots—		
New laids	....	0 60
Selects	....	0 31
No. 1s	....	0 27
Splits	....	0 20

HONEY.—There is no feature in the honey market of any importance, a steady demand continuing at quotations. The principal demand is for white clover in comb.

Honey—	**White Clover per lb.**	**Buckwheat per lb.**
Barrels	0 11½	0 08½
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12¼	0 10
Tins, 5 and 10 lbs.	0 12¼	0 10
Comb, 13-14 oz. section	0 17—0 18	0 14—0 15

POULTRY.—With the approach of Christmas, the market for turkeys improved slightly, prices for dressed fancy ranging from 17 to 18c. There is a fair demand for live turkeys at 13 to 14c. Demand for all kinds of poultry has been good for Christmas. Dressed geese have sold well at 10-12c. Prices generally remained about the same throughout the week. The receipts of geese and ducks were small considering the good demand for them.

Fresh Stock.—	**Live.**	**Dressed.**
Fowl	0 08—0 10	0 10—0 14
Spring chicken	0 07—0 08	0 10—0 13
Fancy, crate-fed chicken, 5 lbs.	0 10—0 13	0 14—0 17
Turkeys, fancy	0 13—0 14	0 17—0 18
Ducks	0 12—0 13	0 11—0 13
Geese	0 11—0 12	0 10—0 12

TORONTO.

PROVISIONS.—There is little change in conditions and none in prices. Christmas trade in this line is—as one dealer put it — nothing to write home about. Hams, backs and bacons are moving fairly well. Cooked hams are in good demand. People don't mind paying for someone else to do the cooking. It saves them the trouble, if they have to pay a little more for their meat. Lard is firm at prevailing prices, though a decline is looked for in pure. There was some little liveliness in clear fat pork last week.

Hams—		
Light, per lb.	0 16	0 16½
Medium, per lb.	0 15½	0 16
Large, per lb.	0 15	0 15½
Backs—		
Backs, per lb.	0 21	0 22
Boneless, per lb.	0 22	0 23
Pea meal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 17	0 18
Roll, per lb.	0 14	0 14½
Shoulders, per lb.	0 13½	0 14
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13½	0 14
Cooked Meats—		
Hams, boiled, per lb.	0 22	0 23
Hams, roast, per lb.	0 23	0 24
Shoulders, boiled, per lb.	0 20	0 21
Shoulders, roast, per lb.	0 20	0 21
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 00	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11	0 11½
Tubs, 60 lbs.	0 11¼	0 11¾
Pails	0 11½	0 12
Tins, 3 and 5 lbs., per lb.	0 12¼	0 12½
Bricks, 1 lb., per lb.	0 13	0 13¼
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09	0 09¼
Tubs, 50 lbs., per lb.	0 09¼	0 09¾
Pails, 20 lbs., per lb.	0 09½	0 10¼
Hogs—		
F.O.B., live, per cwt.	....	7 45
Live, fed and watered, per cwt.	....	7 75
Dressed, per cwt.	11 00	12 00

BUTTER.—Activity keeps up fairly well, last week's total business being better than that of the week before. It does not compare very favorably with last year's corresponding period, however. Buyers hold light stocks, and there is a noticeable better demand. The quality of creamery continues wretched, and doubtless this will be duplicated in dairy, too. It is thought farmers have been feeding roots and so forth instead of better and more expensive feed, for certainly the quality of really good butter is worst in years.

Butter—		
Creamery prints, fresh made	0 30	0 32
Separator prints	0 27	0 28
Dairy prints, choice	0 26	0 27
Dairy, solids	0 22	0 24
Bakers	0 18	0 20

CHEESE.—The market is firm and prices are all up a quarter of a cent and there is a good local demand at these enhanced prices. Stocks are low in Montreal, and the foreign demand continues good. Offerings generally are November make now, though there are supplies of September lines to be had if they can be found. Rumor says they are all in the hands of one firm. Things will be quiet in this market for some time to come. Very few cheese remain to be sold, particularly on export account.

Cheese—		
Old, large	0 17¾	0 18
Old, twins	0 18	0 18½
New, large	0 16¾	0 17
New, twins	0 17	0 17¼

EGGS.—At last new-laids are to be had. They are coming along more freely now, and this tendency will increase, it is said. Prices are five cents easier, 45 to 55 cents meeting the case. There is is a heavy demand for storage eggs, and trade eggs are active. Housewives are busy making puddings. Stocks have been pretty well cleaned up. Generally, business is good. There is a firm undertone. The market is active, and the British demand distinctly better. American market is about the same.

Eggs, case lots—	Per dozen.	
Strictly new laid, in cartons	0 45	0 55
Selects	0 32	0 33
Straights	0 29	0 30
Trade eggs	0 25	0 26

POULTRY.—The feature of this market—as we go to press—is the scarcity of turkey. Year after year the dealers try to get it on lower prices, and they use all their wits to do it. But the farmer often wins out in the last week. The wholesalers cheerfully admit it. Two weeks ago there were turkeys galore, at 15 and 16c. Last week farmers held off for higher prices and prices advanced to 18 and 19c. Wholesalers are sure there would be a glut this last week from Christmas, and that there would therefore be a slump. It has not materialized. Either the roads are bad—drifted up—or else farmers are exporting turkey over the line where possible. Anyway, at present writing, there are comparatively no turkeys in the hands of the wholesalers. Price is 18 to 20c. They may be more plentiful in the two days which still remain before Christmas Day. Geese are pretty well in the same case. There is a good movement in fowl and chicken.

Fresh Stock—	Live.	Dressed
Fowl	0 08—0 10	0 10—0 12
Spring chicken, lb.	0 10—0 11	0 12—0 16
Fancy, crate-fed chicken, 5 lbs.	0 13—0 15	0 16—0 18
Turkeys, fancy	....—....	0 18—0 20
Turkeys, old Tom	0 13—0 15	0 16—0 18
Ducklings	0 08—0 12	0 12—0 16
Ducks	0 12—0 13	0 12—0 15
Geese	0 12—0 13	0 12—0 14

WINNIPEG.

The market shows little movement this week. In none of the lines has there been any price changes, and with the possible exception of eggs, it does not seem that changes may be looked for. Cured meats remain firm. The same is true of lard, but supplies are ample to fill requirements.

Cured Meats—		
Hams, per lb.	....	0 20
Shoulders, per lb.	....	0 15
Bacon, per lb.	....	0 25
Long clear, D.S., per lb.	....	0 14
Mess pork, bbl.	....	23 00
Lard—		
Tierces	....	0 11
Tubs, 60s	....	6 75
Pails, 20s	....	2 32½
Cases, 5s	....	7 12½
Cases, 3s	....	7 20

BUTTER.—Stocks are holding out very well. The demand is fair, but not great enough to make the bringing in of Eastern butter seem necessary. As a result prices are steady.

Butter—		
Creamery, Manitoba	....	0 30
Dairy	....	0 25
Cooking	0 19	0 21

CHEESE.—Trade in this line is quiet. Supplies are sufficient and no changes seem likely to come for some little time.

Cheese—		
New, large	....	0 16¾
New, twins	....	0 17¼

EGGS.—From the United States more than from Canada eggs are being taken for export. This has an effect upon the local market which is quite strong. Supplies, however, are holding out well, and it is not certain that there will be any upward movement. This will hardly come before the new year in any event.

Eggs—		
Extra firsts	....	0 28
Checks	0 17	0 18
Extra, in cartons	....	0 30

POULTRY. — Receipts have been heavy, but it is felt that practically all the Christmas stock is now on the market. Fortunately the demand is very good and at the low prices which prevail, it seems that the great bulk of the large stock will be disposed of. After the new year it is expected the demand will fall off to some extent.

Fresh Stock—		
Turkeys, per lb.	0 14	0 15
Ducks, per lb.	0 10	0 14
Chickens, per lb.	0 12	0 14
Geese, per lb.	0 10	0 12

FRUIT AND VEGETABLES.

(Continued from page 42.)

Cauliflower, doz.	1 00	1 25
Citrons, doz.	....	0 45
Cucumbers—		
Slicing, hothouse	1 50	1 75
Medium pickling sizes	0 35	0 75
Celery, California, case	3 50	....
Holly	3 25	3 50
Mushrooms, per lb.	0 70	0 90
Water Cress, 11 qt. basket	....	0 50
Onions—		
Spanish, big crate	3 50	3 75
Can., 75-lb. bags	....	1 50
Green peppers, basket	....	0 75
Potatoes, Delaware	0 80	0 85
Potatoes, Canadian, bag	0 70	0 75
Parsley, basket, 11-qt.	0 30	0 35
Pumpkins	0 10	0 20
Tomatoes, hothouse, lb.	0 17	0 20
Turnips, bag	....	0 40
Sweet potatoes, hamper	....	1 65
Squash, Hubbard, doz.	....	0 75
Lettuce, box	....	2 00
Parsnips, Canadian, bag	0 65	0 70
Persimmons, California, crate	....	2 50
Pommegranates, doz.	....	0 75
Pommegranates, crate	3 00	3 25

WINNIPEG

FRUIT.—The Xmas demand has been good. Oranges have again been put on a lower level, being now quoted from $3 to $3.50, and buying in this line has increased considerably. There has also been a good demand for Japanese oranges. The low price asked for these, however, has obtained. For cranberries there has been a satisfactory call, the low price of poultry having had something to do with stimulating the demand for this line.

Apples—		
Washington	....	1 25
Apples, bbls.	3 75	4 00
B. C. box apples	....	1 50
Cranberries, bbl.	....	7 50
Bananas, lb.	....	0 04½
Grapes—		
Almeria, keg	....	7 00
Grape fruit	....	3 50
Lemons—		
California	....	5 50
Oranges, California Navels	3 00	3 50
Japanese, box	....	0 60
Pears	2 00	3 00

VEGETABLES. — Since last week there has been absolutely no change in this market. The Xmas trade here also has been very good. For California celery the demand has been particularly large, also for lettuce and tomatoes.

Celery, California	....	6 00
Cabbages, per lb.	....	0 01¼
Cauliflower, per doz.	....	1 75
Head lettuce, California, per doz.	....	1 00
Leaf lettuce, doz.	0 45	0 50
Onions—		
California, 100-lb. sacks	....	1 75
Valencia, per case	....	4 50
Parsley, per doz. bunches	....	0 40
Tomatoes, California, per case	....	2 00
Honey, comb, per case (24 sections)	....	5 50

SARNIA SENDS SALT, CLOTHING AND MONEY.

A carload of 25 tons of table salt, done up in 1,000 fifty-pound sacks, was donated by the Dominion Salt Company, Sarnia, Ont., as their contribution to the Belgian relief work. Salt has been freely quoted as being one of the items sorely needed in Brussels and Antwerp, and this gift will doubtless be very timely.

Over $3,000 in cash was recently raised in the same city and several carloads of clothing and foodstuffs have been collected and sent to Halifax.

It is hoped to get all these materials off by a steamer leaving Halifax on the 23rd December, so that distribution to the suffering should take place early in the New Year.

Ontario Wheat and Flour for South Africa

Toronto Market Reports Good Business on This Account—Christmas Spirit Pervades Community — Buyers Not Bothering; They Have Good Stocks—Bran and Shorts Moving in Montreal.

MONTREAL.

FLOUR.—The market is slow and sluggish, dealers still buying hand-to-mouth. At the same time the wheat market is fairly strong, but this does not help things much. It is claimed that prices are too high to permit of much export business. There continues to be a small enquiry from England, but with the high price and scarcity of ocean freight space, sales are small. Local market for spring wheat lacks feature, prices being maintained, with little business done. Trade in winter wheat flour is also small, but spot stocks are light, and offerings from Ontario millers light.

Manitoba Wheat Flour—	Per bbl.
First patents	6 70
Second patents	6 20
Strong bakers'	6 00

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	6 00	6 25
90 per cent., in wood	5 50	6 00
90 per cent., in bags	2 50	2 60
Straight roller	5 70	5 90
Blended flour	5 75	6 25

CEREALS.—Rolled oats continue quiet, but after New Year, when the real cold weather arrives, people will consume more porridge for warmth, and the market then should have a better tone. While $3.07½ is being quoted, sales are being made around $2.95 and $3. Demand for export is said to be fairly good.

Cornmeal—	Per 96-lb. sack.
Gold dust	2 20 2 25
Unbolted	2 05 2 15
Rolled Oats—	90's in jute.
Small lots	3 10 ....
25 bags or more	3 07½ ....

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled Wheat—	100-lb. bbls.
Small lots	.... 3 50
Hominy, per 98-lb. sack	.... 2 75

FEEDS.—Bran and shorts throughout the past week have been in fairly good demand, especially shorts, the supply not being as plentiful as bran. Millers make more of the latter, and good stocks appear to be on hand. Shorts are changing hands at $26-$27. Good middlings are in fair demand, bringing $30, large millers, however, quoting $31, at which price few sales are being made. The demand for moulee is also good, and prices are firm, pure grain grades bringing $35-$36, and mixed $31-$32. The tone of the whole market is good under a steady demand from all sources.

Mill Feeds—	Car lots, per ton
Bran	.... 25 00
Shorts	.... 27 00
Middlings	.... 31 00
Wheat moulee	.... 33 00
Feed flour	.... 40 00
Mixed chop, ton	.... 38 00
Crushed oats, ton	.... 40 00
Barley, pot, 98 lbs.	.... 4 00
Oats, chop, ton	.... 38 00
Barley chop, ton	.... 36 00
Feed oats, cleaned, Manitoba, bush..	.... 0 68

TORONTO.

FLOUR.—There is little doing just now. Flour men generally have got the Christmas spirit, and they do not look much for any improvement in business until after the first of the year. Buyers are not bothering; they have good stocks. A feature of the earlier part of the week was the big demand for Ontario wheat and flour for export to South Africa, upon which prices advanced 10c a barrel to the mills. There is a noticeably bigger export demand, which shows that were ocean freights anything like reasonable, Canadian millers could compete successfully with those over the line.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patent	6 80	6 60
Second patent	6 30	6 10
Strong bakers	6 10	5 90

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	5 50	5 30
90 per cent.	5 10	4 90
Straight roller	5 00	4 80
Blended flour	5 35	4 95

CEREALS.—Market is generally firm, and in most lines pretty high. The demand for peas from Ontario farmers, referred to last week, keeps up, but it is felt that prices are too high, and probably the good buying at these prices won't last. As to other cereals, there is little doing. There are lots of enquiries, but when these are answered, but when these are answered, that is, often as far as business goes just now. Cereal men are looking to the New Year to put more "go" into their business.

Barley, pearl, 98 lbs.	....	5 00
Buckwheat grits, 98 lbs.	5 50	6 00
Corn flour, 98 lbs.	2 80	3 00
Cornmeal, yellow, 98 lbs.	2 55	2 65
Graham flour, 98 lbs.	3 00	3 30
Hominy, granulated, 98 lbs.	....	3 00
Hominy, pearl, 98 lbs.	....	3 00
Oatmeal, standard, 98 lbs.	....	3 92½
Oatmeal, granulated, 98 lbs.	....	3 92½
Peas, Canadian, boiling, bush.	2 90	3 00
Peas, split, 98 lbs.	....	5 00
Rolled oats, 90-lb. bags	3 37½	3 57½
Rolled wheat, 100-lb. bbl.	3 75	4 00
Rye flour, 98 lbs.	....	3 00
Wheatlets, 98 lbs.	3 75	4 00
Whole wheat flour, 98 lbs.	3 75	4 00

MILL FEEDS.—The activity noted last week flickered out, despite the continuance of the cold weather, which is propitious usually. Here, again, several dealers think prices are too high, and that they will go down before they advance. On the other hand, prices are not too high when the price of grain is taken into consideration. Bran has had a better run this week.

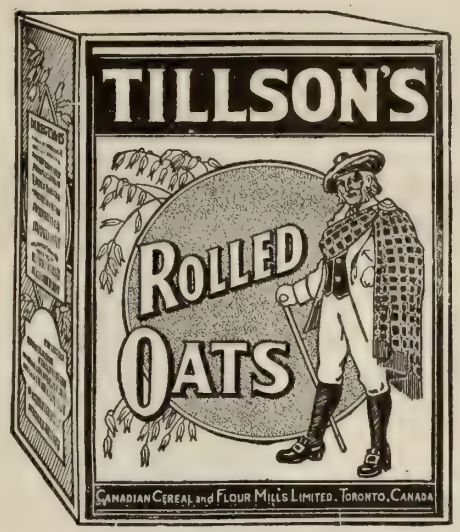
Mill Feeds—	Mixed cars, per ton
Bran	26 00 27 00
Shorts	28 00 29 00
Middlings	30 00 32 00
Wheat moulee	.... 30 00
Feed flour, per bag	1 85 1 90
Oats—	
No. 3, Ontario, outside points	0 50 0 51
No. 3, C.W., bay ports	.... 0 60

WINNIPEG.

FLOUR AND CEREAL.—The principal feature of the market is the quiet tone. Orders are reported not up to normal. This, of course, is regularly a season when a quietness is felt, but it was hardly expected this year as dealers have been adopting the principle of keeping their stocks down. There have been no changes in price and still there is no indication of any such movement.

Manitoba Wheat Flour—	Per bbl.
First patents	.... 6 40
Second patents	.... 5 80
Strong bakers'	.... 5 10
Cereals—	
Rolled oats, per 80 lbs.	.... 2 80
Oatmeal, fine, standard and gran'd, 98 lbs	.... 2 80

The W. T. Ott Co., Inc.
Toronto
Clicquot Club Beverages
Priscilla Prepared Flours
Bass Islands Grape Juice
Snow-Mellow 55-J



Merry Christmas

and

Happy New Year



The year is rapidly drawing to a close. Our home ties demand the attention of everybody. Therefore we shall not worry you about business. We want to thank all the merchants of Canada for their loyal support of

Canadian Products

MADE IN CANADA

BY CANADIANS

1914 has been a prosperous year for us. YOU have done your share to distribute our products. Accept our thanks. In turn we are going to promise you that 1915 will bring you increased sales for all our products, especially

Tillson's Oats and Rainbow Flour

Our house to house campaigns will be continued during the coming year. Make one of your New Year's resolutions that you will handle ONLY goods "Made in Canada" and also see to it that the money STAYS in Canada.

By stocking our products every cent remains in Canada and benefits Canadian labor.

Canadian Cereal and Flour Mills
LIMITED
TORONTO



WHITE SWAN

BUCK UP

Don't let your customers find you, days after the holidays are over, with the dusty Christmas decorations still sticking around, making everything look like a half-wiped-out Belgium Village.

Buck up,—tear down the trimming, dust up, fix up and get the New Year Bigger-Business-Than-Usual atmosphere about you, for don't you know that ninety-nine people out of every hundred are heartily *sick* of Christmas and its strenuous preparations?

Let them forget it by showing them the hard, matter-of-fact things that they really need now and need all the time.

If trade is dull, make it brisk—trim up your windows and clean out odds and ends, do some special buying and selling and remember that Canada, though at war, is the best-off country in the world right now.

And also remember that you have our sincere best wishes for a ripping big business in 1915.

WHITE SWAN SPICES AND CEREALS, LIMITED
TORONTO, ONTARIO

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs.	$ 2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 80
No. 10 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 30
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs..	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER

Size.	Less than 10 case lots. Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$ .95	$ .90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2½-lb.	11.60	11.35
3-lb.	13.60	13.35
5-lb.	22.35	21.90

Barrels—when packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal. $2, $3, $5, $10, $15 and $20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each 0 03½
500 books to 1,000 books. 0 03
For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN.	Per case.
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	$2 88
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	3 30
King's Food, 2 doz. to case, weight 95 lbs.	5 20
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 30
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 30

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars.	Per doz.
Strawberry, 1914 pack	$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35



Will Your Competitor Secure the Big Advantage?

One of the rigid policies of the Nicholson & Bain organization is that only one brand of a given product can be included in their list. And all the efforts of an army of salesmen, all the service of our efficient organization, all the value of our extensive and intimate connection are brought to bear upon that brand—and that alone. Once we close for a new line, immediately all other brands of that product are closed for good.

Will your competitor secure the big advantage and incidentally turn the greatest prevailing selling force in the West against even your present efforts? Wouldn't it be better to investigate NOW while the opportunity of placing your product is still open? Write to-day.

Nicholson & Bain,

WHOLESALE COMMISSION AGENTS AND BROKERS
HEAD OFFICE: WINNIPEG. Branches: Regina, Saskatoon, Edmonton, Calgary, Vancouver

A tip on the side, Mr. Grocer

Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

St. George Brand Coffee, 2 doz. in case	**$4.80**
St. George Evaporated Milk, 4 doz. in case	**3.60**
Banner Condensed Milk, 4 doz. in case	**5.25**
Princess Condensed Milk, 4 doz. in case	**4.50**
Premier Machine Skimmed, 4 doz. in case	**3.80**

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.



Malcolm's Condensing Co.

ST. GEORGE, ONTARIO





Right—Always right

It has never been anything else since we first turned out the goods in 1846. Its absolute purity, full strength and reliability make it always in demand by careful cooks.

COW BRAND BAKING SODA

is the best for satisfaction and profit—as such you should never fail to recommend it.

Get it from your jobber.

CHURCH & DWIGHT

Manufacturers LIMITED

MONTREAL

Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 00
Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 24 bars per box	0 85

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 30
Navy chocolate, ½'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ½'s	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case.
Eagle Brand, each 4 doz.	$ 6 25
Reindeer Brand, each 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each 4 doz.	5 60
Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each, 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. tins, 2 doz. to case, weight 35 lbs.	39
1 lb. tins, 4 doz. to case, weight 80 lbs.	38

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb. tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, per lb.	27

Shipping weight, 50 lbs. per case.

MINTO BROS.

MELAGAMA COFFEE.

	Whol.	Retl.
1s, ½s, Grd.	25	30
1s, ½s, B. & G.	32	40
1s only, B. & G.	35	45
1s, ½s, B. & G.	38	50

Packed in 30 and 50-lb. cases.
Terms net 30 days prepaid.

(MINTO COFFEE (Bulk)

M Bean or Gr.	38
I Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	28
Spec. Grd. Compound	25

Packed in 25 & 50-lb. tins.

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	$ 1 15
2 oz. bottles, per doz., weight 4 lbs.	2 20
2½ oz. bottles, per doz., weight 6 lbs.	2 50
4 oz. bottles, per doz., weight 7 lbs.	4 00
8 oz. bottles, per doz., weight 14 lbs.	7 50
16 oz. bottles, per doz., weight 23 lbs.	14 40
32 oz. bottles, per doz., weight 40 lbs.	28 80
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

Special Delivered Price for Canada

	Per doz.
½-oz. (4 doz. case), weight 9 lbs., retail each 15c	$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each $1.50	13 00
Pint (1 doz. case), weight 29 lbs., retail each $3	25 00
Quart (1 doz. case), weight 53 lbs., retail each $5.50	47 75
Gallons, each, retail each $20	17 15

GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

Leitch Brothers' Flour Mills
LIMITED
Oak Lake **Manitoba**

The Choicest Chew In a 10c Plug

is the new Royal Crown Black Chewing Plug Tobacco. No tobacco has ever met with such unqualified success, and Repeat Orders indicate that Royal Crown quite deserves its unusual popularity. You'll get steady demand in pushing Royal Crown.

The Rock City Tobacco Company, Limited
Quebec

TO look back over the year's expenditures and to be able to say with truth that every purchase was made with wisdom, forethought and economy—

Isn't that something to be proud of—something to find satisfaction in?

The numerous ideas and information you'll find in the advertising columns of this paper will give you a sound basis on which to decide satisfactory purchases.

Look over the advertising columns **now** — while you think of it.

'CAMP' COFFEE

Be ready with your supplies

Never let a customer who wants 'Camp' go without, for every sale of 'Camp' is of permanent advantage to your business. The public *will* have it, and they are bound to go where it is sure to be obtained.

R. Paterson & Sons, Ltd., Coffee Specialists, Glasgow.



Medical Science and Sardines



By Special Royal Permission.

Medical science tells us that the sardine supplies an excellent proportion of nitrogenous material — a body builder and brain food.
This, together with the fact that

"King Oscar" Brand Sardines

are packed in pure Olive Oil makes them a most desirable food.
Recommend "King Oscar" Brand Sardines, they will make for more business and better profits.

Canadian Agents
J. W. Bickle & Greening
(J. A. Henderson)
HAMILTON, - ONTARIO

January Fish Campaign

Crisp, cold weather will make the fish business a profitable line for you to handle, Mr. Grocer. Stocks bristling with new fresh goods, and our prices are in line with the market always.

Oysters—Fresh in every day, in 1, 3, and 5-gal. tins sealed at the coast.

Haddies, Ciscoes, Smelts, Fillets, Bloaters, Halibut, Whitefish, Trout, Pickled Herrings, in kegs and pails.

Get our complete list.

WHITE & CO., LIMITED
TORONTO

GELATINE.

Knox Plain Sparkling Gelatine (2-qt. size), per doz.. 1 30
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz..... 1 30
Cox's Instant Powdered Gelatine (1-qt. size), per doz. 1 10

W. CLARK, LIMITED, MONTREAL.

Compressed Corned Beef, ½, $1.75; 1, $3.00; 2, $5.50; 6, $17 00; 14, $45.00.
Roast Beef, ½, $1.75; 1, $3.25; 2, $6.25; 6, $18.00.
Boiled Beef, 1, $3.25; 2, $6.25; 6, $18.00.
Jellied Veal, ½, $1.75; 1, $3.25; 2, $5.00; 6, $18.00.
Corned Beef Hash, ½, $1.75; 1, $2.25; 2, $3.35.
Beefsteak & Onions, ½, $1.75; 1, $3.00; 2, $6.00.
Cambridge Sausage, 1, $3.00; 2, $5.00.
Boneless Pigs' Feet, ½, $1.75; 1, $2.50; 2, $5.00.
Lambs' Tongues, ½, $2.50.
Sliced Smoked Beef, Tins, ½, $1.80; 1, $2.90.
Sliced Smoked Beef, Glass, ¼, $1.50; ½, $2.00; 1, $3.00.
Tongue, Ham and Veal Pate, ½, $1.30.
Ham and Veal Pate, ½, $1.20.
Potted and Devilled Meats, Tins —Beef, Ham, Tongue, Veal, Game—¼, 50c.; ½, $1.00.
Potted Meats, Glass — Chicken, Ham, Tongue, ¼, $1.50.
Ox Tongues—Tins, ½, $2.75, 1, $6.00; 1½, $9.00; 2, $10.50.
Ox Tongues—Glass, 1½, $10.00; 2, $12.00.
Mincemeat—Hermetically sealed tins, 1, $1.25; 2, $1.95; 3, $3; 4, $4; 5, $5.
In Pails, 25 lbs., 8c. lb.
In Tube, 45 lbs., 7½c lb.
In Glass, 1, $2.25.
Plum Pudding, 1, $1.90; 2, $2.40.
Clark's Peanut Butter — Glass Jars, ¼, 95c.; ½, $1.40; 1 $1.85.
Clark's Peanut Butter—Pails 24 lbs., 15c. per lb.
Clark's Tomato Ketchup, 8 oz., $1.35; 12 oz., $1.95; 16 oz., $2.40
Pork & Beans, Plain Talls, 1, 60c; 2, $1; 3, $1.40; 6, $4.50; 12, $7.25.
Pork & Beans, Tomato Sc. Talls, 1, 60c; 2, $1.00; 3, $1.40; 6, $4.50; 12, $7.25.
Pork & Beans, Chili Flat, 1, 60c; 2, $1.00; 3, $1.15.
Pork & Beans, Tomato Flats, 1, 60c; 2, $1.00; 3, $1.15.
Pork & Beans, Plain Flats, 1, 60c; 2, $1.00; 3, $1.15.
Vegetarian Baked Beans, Tomato Sauce, Talls, $1.15.
Clark's Chateau Concentrated Soups, 95c.
Clark's Chateau Concentrated Soups, No. 1 Assorted, 95c.

EBY-BLAIN, LIMITED, TORONTO. ANCHOR BRAND.

Ammonia Powder—
"Anchor" Per case.
50 cases, 6 doz. $2 50
10 cases, 3 doz. 2 50
5 case lots, freight prepaid, Ontario points .. 2 25

Baking Powder—
"Anchor" Per doz.
4 oz. tins, cases 4 doz.... 0 67½
6 oz. tins, cases 4 doz.... 0 90
8 oz. tins, cases 3 doz.... 1 20
12 oz. tins, cases 3 doz... 1 65
16 oz. tins, cases 2 doz... 2 00
2½ lb. tins, cases 1 doz.. 4 50
5-lb. tins, cases 1 doz.... 8 40

Chocolate—Unsweetened—
"Anchor"
10c cakes, boxes 2 doz... 0 90
Cocoa—"Anchor" Per doz.
10c tins, cases 4 doz..... 0 90
Per lb.
¼s, tins, cases 4 doz.... 0 36
½s, tins, cases 2 doz.... 0 35
1s, tins, cases 1 doz..... 0 35

Coffee—"Anchor" - - - Per lb
1 lb. tins, whole or ground, cs., 30 lb. 0 36
2 lb. tins, whole or ground, cs., 30 lb. ... 0 35

Cream of Tartar—
"Anchor" Per doz.
2 oz. pkgs., box 4 doz.....$ 0 90
3 oz. pkgs., box 3 doz. 1 35
¼ oz. pkgs., box 4 doz. ... 1 75
½ oz. pkgs., box 4 doz.... 3 50
½ oz. tins, box 4 doz..... 3 75
1 oz. tins, box 2 doz..... 6 00

Flavoring Extracts—"Anchor"
20c bottle .....$ 1 15
½ oz. bottle 2 50
4 oz. bottle 4 00
8 oz. bottle 7 50
16 oz. bottle 14 40
32 oz. bottle 28 80
80 oz. bottle 60 00

Flour—Potato—"Anchor"
Per doz.
Cases 2 doz. 1 20
Icings, Prepared—"Anchor"
10c pkgs., cases 3 doz. .. 1 00

Mustard, D.S.F.—"Anchor"
50c tins, boxes 4 doz. ... 0 50
10c tins, boxes 4 doz. ... 0 95
Per lb.
¼s, tins, boxes 12 lbs. ... 0 40
½s, tins, boxes 12 lbs. ... 0 39
1s, tins, boxes 12 lbs. 0 38

Rice, Special Grain—
"Anchor." Per doz
Cases 2 and 4 dozen..... 0 90
"Anchor" Brand Per case
Shaker Table Salt, free running, cases 2 doz., case. 1 60

"GOLD MEDAL" COFFEE.

Whole or Ground— Per lb.
½ lb. tins, cases 30 lbs... 0 37
1 lb. tins, cases 30 lbs.... 0 36
2 lb. tins, cases 30 lbs.... 0 35

"GOLD MEDAL" ROLLED WHITE OATS.

Per case.
25c pkgs., cases 12 pkgs.... 2 50

"KING" NAPHTHA BORAX WASHING COMPOUND.

5c pkgs., cases 50s 1 90
5c pkgs., cases 100s..... 3 75
10c pkgs., cases 3 doz... 3 50

"KOLONA" CEYLON TEA.

Per lb.
40c black, green or mixed, ½ and 1 lb. pkgs..... 0 30
50c black, green or mixed 0 35
60c black, green or mixed 0 42
80c black, green or mixed 0 55

Per doz.
"Meat of Wheat" Breakfast Food, cases 2 doz.. 1 45
"Wheat - Os" Breakfast Food, cases 2 doz..... 1 45

Per doz.
"Piccaninny" pancake and buckwheat 1 00

LAPORTE, MARTIN, LIMITED. MONTREAL. Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 qts., case.. 6 00
Efficace 6 50
Neptune 7 00
San Rival 8 00

VICHY LEMONADE.

La Savoureuse, 100 pts., case.10 00

CASTILE SOAP.

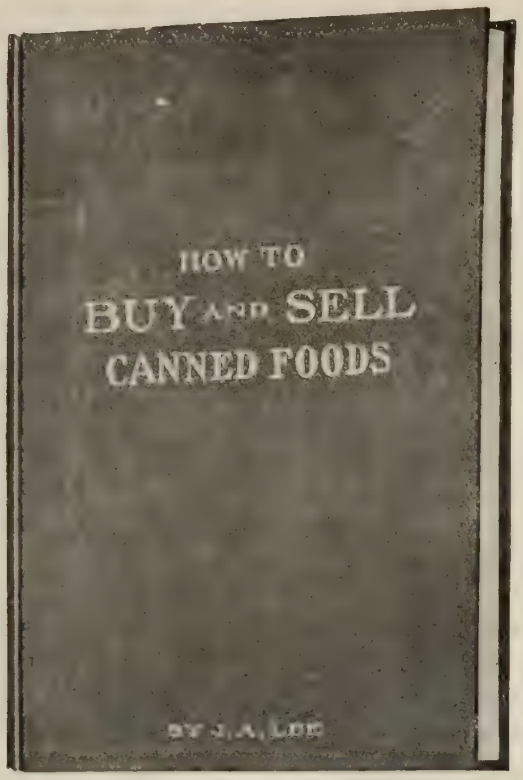
"Le Soleil," 72 p.c. Olive Oil.
Cs. 25 11 lb. bars, lb..... 0 11
Cs. 200 3½ lb. pieces, cs.. 5 50

ALIMENTARY PASTES. BLANC & FILS.

Macaroni, Vermicelli, Spaghetti, Small Pastes, etc.
Box, 25 lbs., 1 lb. 0 08½
Box, 25 lb., loose 0 08

MINERVA PURE OLIVE OIL

Case—
12 litres 8 00
12 quarts 7 00
24 pints 7 50
24 ½ pints 5 00
Tins—
20s, ⅛ gal. 3 00



A Practical Text-Book of the Canning Trade

it was written by a practical man for practical men and intended to help all distributors of canned foods.

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Advantages and Disadvantages of Private Labels.
Advantages and Disadvantages of Packers' Labels.
Window and Counter Displays; Illustrated.
Hard Work and Hard Play.
Established Standards of Quality; for Corn, Peas, Tomatoes and other articles. Also standard sizes and kinds of cans used.

How to Buy, Grade and Sell Canned Apples, Asparagus, Beets, Blackberries, Blueberries, Cherries, Clams, Corn, Crabs, Gooseberries, Hominy, Kraut, Lima Beans, Lobster, Meats, Milk, Okra, Oysters, Peaches, Pears, Peas, Pineapple, Plums, Pork and Beans, Pumpkin, Raspberries, Red Kidney Beans, Salmon, Sardines, Spinach, Squash, Strawberries, Stringless Beans, Succotash, Sweet Potatoes.

This book contains more than 200 pages, is handsomely bound in cloth, printed in neat, clear type, on eggshell finish paper, completely indexed and well illustrated. Price $2.15 per copy, postage paid.

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and
Bacon
for
Christmas

Send in your orders now.

Every piece will be nicely wrapped in parchment paper. Nothing better for Christmas and nothing better than the

"STAR BRAND"

F. W. Fearman & Co.
LIMITED
HAMILTON



Ninety-nine people out of a hundred in Canada use

WINDSOR TABLE SALT

Isn't it better for you to make ninety-nine sales, than only one?

A well-filled Pocket Book

is a guarantee against hard times. Many persons of moderate income are increasing their salaries by representing us during their spare time. Our representatives are earning from five to thirty dollars a week during their off-time by taking new subscriptions and renewals for MacLean's Magazine and The Farmer's Magazine among their friends and acquaintances.

MacLean's Magazine is the largest and most influential monthly in Canada, presenting articles on national subjects and strong Canadian fiction in addition to a digest of world events.

Farmer's Magazine is the herald of agricultural progress—a monthly magazine which deals with the problems of the farm in virile and readable form.

Let us show you how you can earn the extra money you need.

Write to-day to

The Agency Division

THE MACLEAN PUBLISHING CO. LIMITED

143-153 University Ave., TORONTO

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11½
Cases, 10 lbs., 6 to case	0 11

F. O. B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	$1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63
	Per jar.
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

WHITE SWAN LYE

Single Cases, 4 doz.	$3 40
3 case lots, 4 doz.	3 30
5 case lots, 4 doz.	3 20

Shipping weight 50 lbs. per case.

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. $ 0.90

List Price.

JELL-O.

Assorted case, contains 2 doz 1 80

Straight.

Lemon, contains 2 doz	1 80
Orange, contains 2 doz	1 80
Raspberry, contains 2 doz	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz	1 50
Cherry, contains 2 doz	1 80
Peach, contains 2 doz	1 80

Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz 2 50

Straight.

Chocolate contains 2 doz	2 50
Vanilla contains 2 doz	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz	2 50
Unflavored contains 2 doz	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap. Packed 100 bars to case.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 90
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Boxes.	Cents.
Laundry Starches—	
40 lbs., Canada Laundry	.06¼
40 lbs., Boxes Canada white gloss, 1 lb. pkg.	.06¾
48 lbs. No. 1 white or blue, 4 lb. cartons	.07¼
48 lbs., No. 1 white or blue, 3 lb. cartons	.07¼
100 lbs., kegs No. 1 white	.06¾
200 lbs., bbls., No. 1 white	.06¾
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07¾
48 lbs. silver gloss, in 6-lb. tin canisters	.08¼
36 lbs., silver gloss 6-lb. draw lid boxes	.08¼
100 lbs., kegs, silver gloss, large crystals	.07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07½
40 lbs., Benson's Enamel (cold water) per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn	.07¾
40 lbs. Canada pure corn starch	.06½
(120-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06¾
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07¼
Barrels, 200 lbs.	.06¾
Kegs, 100 lbs.	.06¾
Lily White Gloss—	
1-lb. fancy cartons cases 30 lbs.	.07¾
8 in case	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08¼
Kegs extra large crystals, 100 lbs.	.07¼
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06½
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07¾
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07¾

(20-lb. boxes ¼c higher than 40's.

To Our Numerous Friends
and Customers
we extend our best wishes
for a
Prosperous New Year

Our thanks for courtesies
extended during 1914.
A continuance of our
good relations

L. CHAPUT, FILS & CIE, Limitée
MONTREAL



That you may enjoy a

Merry Christmas

and a

New Year

Full of Prosperity

is the hearty wish of the packers of Brunswick Brand Sea Foods

Connors Bros., Limited

Black's Harbor, N. B.

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, $4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, $3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, $3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, $4; Ocean Borax, 8 oz. pack., 4 doz. per case, $1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, $3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, $3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, $6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, $6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, $3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, $1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, 50; Chinese Washing Powder, 8 oz., 120 pack., per case, $4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, $6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, $4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, $4; Ocean Liquid Blue, pint bottles, 2 doz. per case, $1.80; Petrolatum, 2 oz. jars, 12 doz. per case, $5.40; Petrolatum, 5 oz. jars, 6 doz. per case, $5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, $7.20.

COW BRAND BAKING SODA.

In boxes only.

Packed as follows:	
5c packages (96)	$3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
1 lb. 30 / ½ lb. 60 } Packages, Mixed.	3 30

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	$2 65
5-lb. tins, 1 doz. in case	3 00
10-lb. tins, ½ doz. in case	2 90
20-lb. tins, ¼ doz. in case	2 85
Barrels, 700 lbs.	3¾
Half barrels, 350 lbs.	4
Quarter barrels, 175 lbs.	4¼
Pails, 38½ lbs.	1 95
Pails, 25 lbs. each	1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	3 00
5-lb. tins, 1 doz. in case	3 35
10-lb. tins, ½-doz. in case	3 25
20-lb. tins, ¼-doz. in case	3 20

(5, 10 and 20-lb. tins have wire handles.)

CANNED HADDIES

"THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	$5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 65
Alberta, per case	3 75
British Columbia, per case.	3 55
British Columbia, per case.	2 40

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz. cases, doz.	1 75

H. P.

	Per doz.
H. P. Sauce—	
Cases of 3 dozen	1 90
H P. Pickles—	
Cases of 2 doz. pints	3 25
Cases of 3 doz. ¼-pints	2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross	2 50
6a size, gross	2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 10

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

	Wholesale.	R't'l.
Brown Label, 1s and ½s	.29	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.35	.45
Red Label, 1s and ½s	.41	.55
Gold Label, ½s	.49	.65
Red-Gold Label, ½s	.55	.80

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's	$2 15
4's	0 35
5's	0 42
7's	0 60
30's, wood	0 08
12-oz. glass jar	1 15
Tumbler, glass	0 95

MARMALADE.

2's, per doz.	$2 30
4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
30's, wood, lb.	0 08¾
12-oz. glass jar, doz.	1 20
Tumbler, glass, doz.	1 00

Prices subject to change without notice.

MINTO BROS., Limited.

Toronto.

We pack in 60 and 100-lb. cases. All delivered prices.

MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or ½s.	0 29	0 35
Green Label, 1s, ½s, ¼s	0 32	0 40
Blue Label, 1s, ½s, ¼s	0 37	0 50
Yellow Label, 1s, ½s, ¼s	0 42	0 60
Purple Label, ¼s only	0 55	0 80
Gold Label, ¼s only.	0 70	1 00

MINTO TEA.

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs.,	1 15

IMPERIAL TOBACCO CO. OF CANADA, LIMITED. EMPIRE BRANCH.

Black Watch, 7s, ½ butts, 9 lbs., boxes 6 lbs.	$0 53
Bobs, 6s and 12s, 12 and 6 lbs.	0 46
Currency, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 46
Stag Bars, 6s, ⅛ butts, 12 lbs., boxes 6 lbs.	0 45
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 67
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 67
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 67
Shamrock, plug, 7½s, ½ butts, 12 lbs., boxes 6 lbs.	0 57
Empire, 7s and 14s, caddies 15 lbs., ¼ caddies 6 lbs.	0 52
Great West, pouches, 9s	0 67
Forest and Stream, tins, 11s, 2 lb. cartons	0 89

J. H. Wethey, Limited

and

The T. Upton Co., Limited

join hands in wishing their many friends a most Happy and Prosperous New Year.

Greetings

May That Light Which Illumines The Road To Prosperity Burn Steadily For You.

THE HOUSE OF QUALITY.

Hugh Walker & Son

ESTABLISHED 1861

Hamilton and North Bay

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—MOTT'S.

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

"Made in Canada"

Brooms of Quality

to introduce our

CANADA LINE

Please note the following:

Special Prices

Sample Order Solicited

Fine Polished Colored Handles

No. 1	CANADA,	5	stg. - -	$4.50
" 2	"	4	" - -	4.00
" 3	"	4	" - -	3.75

6-doz. Lots and up delivered (Ontario)

Walter Woods & Co.

HAMILTON

Buyers' Guide

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

Dr. JACKSON'S

ROMAN MEAL

Made in Toronto

ROMAN MEAL CO.

MONARCH ROAD

STORAGE IN OTTAWA

BOND AND FREE

Direct Railway connection. Car distributing. Write for rates.

Dominion Warehousing Co., Ltd.

Phone R54. 46 to 56 Nicholas St., Ottawa.

The Best for all forms of Coughs, Asthma, Bronchitis, and all ailments of Respiratory Organs.

MERIT SYRUP

FOR AGENCY, WRITE

THE MERIT CHEMICAL CO.

725 Notre Dame E. MONTREAL

SUCHARD'S COCOA

The Highest Quality

Most Reasonably Priced

"Quality" Cocoa

On Sale Anywhere.

FRANK L. BENEDICT & CO.

Agents Montreal

EGG FILLERS

Our capacity is three times the total Filler requirements of Canada.

PROMPT DELIVERIES

by us are therefore certain.

THE TRENT MFG. CO., LTD.

TRENTON, ONTARIO, CANADA

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, New York

WRITE TO

10 Garfield Chambers, Belfast, Ireland, for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

Mathieu's Nervine Powders



are a simple but effective remedy in all forms of headaches — a remedy which every merchant can recommend as a quick and sure cure.

Try *Mathieu's Nervine Powders* yourself at our expense as per coupon attached, if you don't know them and are a sufferer from headaches.

As a remedy for colds and bronchial troubles Mathieu's Syrup of Tar and Cod Liver Oil has become famous and this sister preparation —Nervine Powders—is rapidly winning its way.

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name .....

With (Name of firm) .....

Street .....

City or town .....Prov.....

Are You Interested?

In Buying a Business,
In Selling a Business,
In Engaging a Clerk,
In Securing a Position,
In Securing a Partner,
In Disposing of Second-hand Fixtures,

Then you should use Canadian Grocer's Classified Ad. Columns.

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

No Other Paper Reaches All These Men.

RATES:

(payable in advance)

2c per word, first insertion.

1c per word, subsequent insertions.

5c extra per insertion when replies are to be addressed c|o Canadian Grocer.

Canadian Grocer

143-153 University Ave., Toronto

HOLLAND RUSK

is not an article that will be tried and disused after one day. It has real merit and it will be well worth your while to push it.

HOLLAND RUSK COMPANY

HOLLAND, MICH.



AN AD IN THIS PAPER WILL BRING RESULTS AND HELP TO BUILD UP YOUR BUSINESS.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

MISCELLANEOUS

EVERY MERCHANT WHO SEEKS MAXImum efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

GOOD STENOGRAPHERS A R E WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE. INSURE IN THE HARTford. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

WANTED

WANTED—ENERGETIC MAN TO SECURE subscriptions and renewals to MacLean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Canada.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

TRAVELLER CALLING ON THE GENeral trade, with good connection in Saskatchewan, wants one or two lines on commission. Box 1692, Saskatoon, Sask.

AGENCIES WANTED

WANTED—AGENCIES FOR PROVINCE OF Prince Edward Island on a commission basis for any special or good general lines handled by the drug or grocery business. Firm has good connection with local trade and already represents several manufacturers. Special facilities for advertising or distributing samples if required. Write P. E. Island Agency, Box 265, Charlottetown, P.E.I.

FOR SALE

McCASKEY ACCOUNT REGISTER—GOOD AS new. Sixty accounts. Twenty-five dollars f.o.b. Fruitland, Ont. Terms, draft against bill of lading. Church & Ross.

FOR SALE—AN ADVERTISEMENT UNDER this heading would be seen by practically every progressive grocer in the Dominion. This means that it will be read by the very man who is in need of such a coffee mill, cash register, cheese cutter, showcase, etc., that may be standing idle in your store, and which could be turned into money by an outlay of just two cents a word. See our rates above and send your ad. along to-day.

GROCERY STORE FOR SALE—GOOD CENtral location in the City of Windsor, Ont. Butcher business in connection. Two-family residence. Flat rented at $20.00 per month. Turnover, $20,000 yearly. Will sell cheap. Reasons: retiring from business. Write Box 67, Canadian Grocer, Toronto, Ont.

STORE TO RENT OR LEASE—TWOstorey frame corner building, size 25 x 60, perfectly fitted for general merchant business in a Southern Saskatchewan coal mining town. A good business proposition to the right man, with immediate occupation. For full particulars write A. H. McConnell, Box 11, Roche Percee, Sask.

GENERAL MERCHANT'S BUSINESS, POST office attached, for sale, on Vancouver Island. Turnover $15,000 yearly. Sound business; $10,000 will handle; $3,000 yearly can be made. Apply Box 68, Canadian Grocer, Toronto. Principals or solicitors only treated with.

FOR SALE—GENERAL STORE SITUATED 21 miles west of London. Turnover $15,000.00. Stock $5,500.00. Good opening for energetic man. Will sell or lease store. Proprietor wishes to retire. Write to Box 69, Canadian Grocer, Toronto, Ont.

The

CONDENSED AD.

PAGE

WILL INTEREST YOU

Safe Investments

The Financial Post of Canada is the recognized authority on Canadian investments.

Each week it gives much exclusive information respecting Canadian companies; also reliable news on bond and stock issues, mining and real estate conditions.

The INVESTOR'S INFORMATION BUREAU is maintained free to subscribers and answers by letter all inquiries about investments. Write for sample copy and our subscription offer.

The Financial Post of Canada
Toronto

"The Canadian Newspaper for Investors"

HOLLY DAYS

are confection days.

MAPLEINE

is indispensable for flavoring and coloring bonbons, icings, candies, ice cream.



Order from

Frederick E. Robson & Co., 25 Front St. E., Toronto.

CRESCENT MFG. CO.
SEATTLE, WASH.

OAKEY'S KNIFE WELLINGTON POLISH



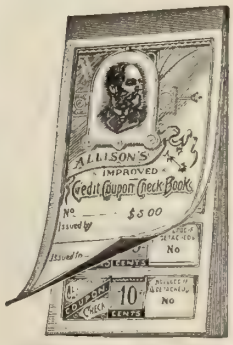
JOHN OAKEY & SONS, LIMITED, LONDON . ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermed St., Winnipeg

20th Century Retailing DEMANDS the use of

ALLISON COUPON BOOKS



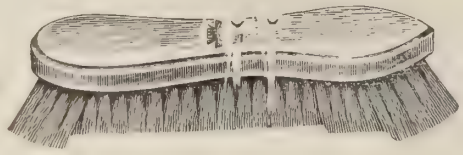
You can't get away from credit business without driving away trade. And if you don't use **Allison Coupon Books** you are bound to lose some money on credit accounts. Allison Coupon Books make credit business "good as gold."

HERE'S HOW THEY WORK:

When a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No passbooks, no charging, no time wasted, no errors, no disputes.

For Sale Everywhere by Jobbers.

ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.



The above cut shows an article of daily use in every household in Canada. We specialize on

Scrubbing Brushes

and have the cost of this class of goods reduced to a minimum. The Dealer gets the advantage of this when he buys our Brushes. We have a large range in every class of material which show good margins of profit in lines to retail from 10 cents to 25 cents. Remember it's the KEYSTONE BRAND.

Stevens-Hepner Company
Limited
PORT ELGIN, ONTARIO



The perfect production of olives for years has made

D.W.C. Spanish Olives

famous the world over—a name inseperable from "Olives of the highest quality." Naturally grocers find it profitable to feature prominently D. W. C. Be sure your supply is kept high.

ROWAT & CO.
Glasgow - Scotland

CANADIAN DISTRIBUTORS
Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba, and the North-west; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

Don't think you can jump in when trade begins to boom and head off the man who stuck to his advertising guns. It cannot be done, the other fellow has too big a handicap.

What Do You Earn?

Don't think us impertinent. We want you to put the question to yourself, and to supplement it with the further question, "Could you earn any more?"

Certainly you could, if your wasted evenings could be used to advantage.

Why not let The MacLean Publishing Company help you out? They will appoint you circulation solicitor in your district for MacLean's Magazine.

When you have tried it you may find it pays you well enough to give your whole time to it. That has been the experience of many before you.

The MacLean Pub. Co.
143-153 University Ave.
TORONTO

Apples

We will pack
10,000
barrels
of the celebrated Georgian Bay Apples this Fall. Place your orders early.

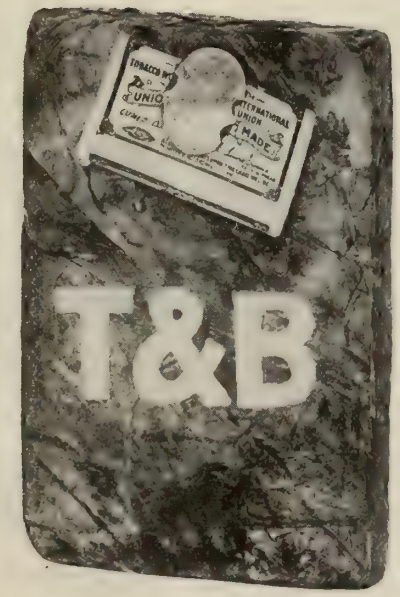
LEMON BROS.
Owen Sound, Ontario

Compliments of the Season

from

Franc Tracuzzi
Packer, Messina

J. J. McCABE
Agent
Toronto



Mr. Retailer:

Have you calculated the profit you make when selling

TUCKETT'S T & B 10c. PLUG ?

Tuckett Ltd., - Hamilton

BUSINESS LOGIC!

ADVERTISING is intended to stimulate trade; to establish a connection for the advertiser and make his name well known; to standardize his product and educate the public to an appreciation of its advantages.

¶ If advertising is useful in times of peace, should it not be just as helpful in times of war?

¶ Should not the connection established during a period of commercial prosperity be maintained, even strengthened, until prosperity returns?

¶ Should not the process of familiarizing and educating go on?

¶ If not, why not?

¶ Changes are taking place in the industrial life of Canada. New businesses are coming into existence, some encouraged by the unusual conditions—others undaunted by them. New markets are being opened up. The industrial map of Canada, like the geographical map of Europe, is changing.

¶ The persistent advertiser will keep in touch with his old friends and meet the newcomers. During times of war he will get his share of business and when the war is over his prestige will have been strengthened and his connection enlarged. He will have lost nothing and gained much.

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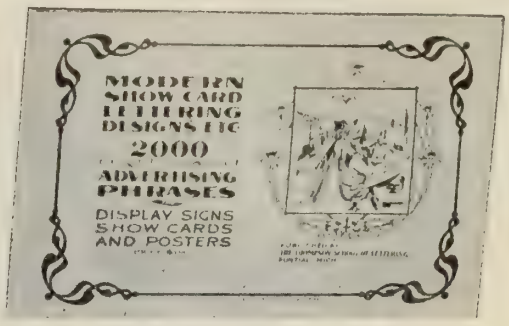
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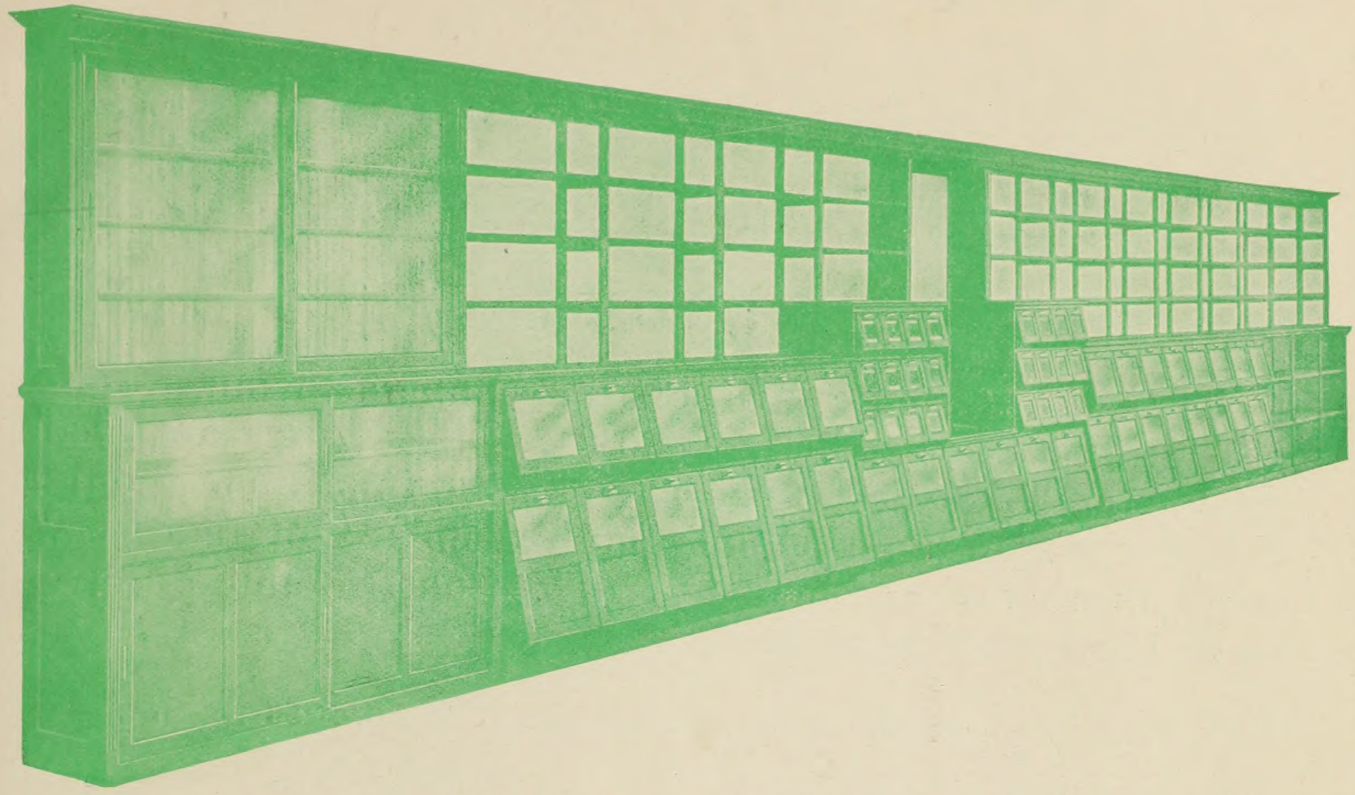
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BERLIN, ONTARIO

Swift Canadian Company, Limited

Retail Clerks' Prize Contest

——RESULT——

BELOW are the names of the winners in our recent Retail Clerks' Prize Contest. The prizes awarded are for the "Ten Best Reasons Why the Consumer Should Buy Swift's Premier Hams and Bacon." Out of a very large number of excellent sets of reasons the judges have made the following awards:

First Prize $100, Thomas Whale, with Ash H. Beard, 2256 Queen St. E., Toronto

Second Prize, $ 50, J. Kennedy, " J. Kennedy, Tilbury

Third Prize, $ 25, Alfred S. Church, " A. E. Rea & Co., Ltd., Ottawa

Fourth Prize, $ 15, E. F. Mason, " E. F. Mason, Grocer, 429 George St., Peterboro

Fifth Prize, $ 10, Nelson R. Dean, " Samuels & Coates, Sydney, C.B.

And 20 Prizes of $5.00 to each of the following:

David J. Odell	Gordon Davies, Ltd.	Haileybury, Ont.
Samuel McDonald	A. Rose	119 Samuel St., Sarnia, Ont.
Arthur B. Smith	S. Smith & Son	40 Church St., Halifax, N.S.
H. W. Keenan	E. R. Caressy	Chapleau, Ont.
Geo. Cuillerier	F. J. Payette	385 Bleury St., Montreal, P.Q.
Miss Pearl Gillett	G. B. Drake	London, Ont.
James S. Kempton	Jamieson Meat Co.	Renfrew, Ont.
Grant T. Harris	Silverbrooks, Ltd.	141 King St., London, Ont.
Osiar Lefebore	Ernest Bougie	Valleyfield, Que.
F. C. Williams	The Quality Store	Ridgeville, Ont.
Miss A. Castle	Wilson's Grocery	33 Queen St., St. Catharines, Ont.
Wm. McLeod	Raymond & McLeod	Cor. Geo. and Argyle Sts., Sydney, C.B.
J. W. Stedman	Thos. P. Huline	178 Main St., Toronto East.
L. H. McLaren	The McLaren Co.	Lanigan, Sask.
Edward J. P. Barnes	Thoburn Grocery	Head & Esquimalt Rd., Victoria, B.C.
Walter Thompson	Woodwards Meat Dept., Ltd.	903 Davie St., Vancouver, B.C.
George Roy Page	Dickie's Grocery, Ltd.	660 Hornby St., Vancouver, B.C.
Thomas Lee	S. G. Freeze	233 Eighth Ave. East, Calgary, Alta.
Charles D. Henry	D. Henry	Charlton & Caroline, Hamilton, Ont.
W. J. Harding	Peebles Hobson Co., Ltd.	65 Napier St., Hamilton, Ont.

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